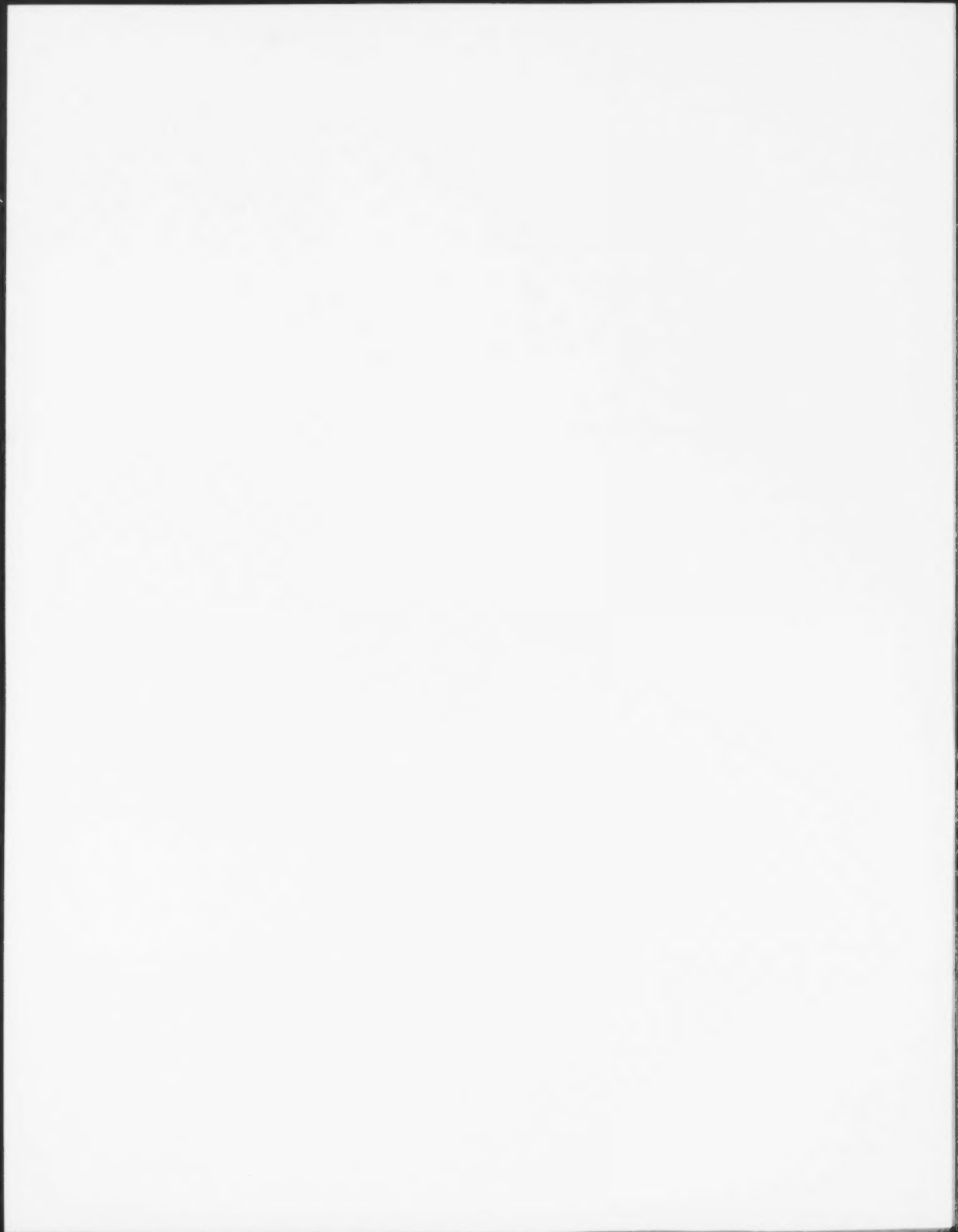




Tourism and Culture
Tourism Nova Scotia

2001 Nova Scotia Tourism Advertising Evaluation Study


NOVASCOTIA
Tourism and Culture



Nova Scotia Tourism & Culture

2001 Nova Scotia Tourism Advertising Evaluation Study

Final Report

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**Nova Scotia Department of Tourism &
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Introduction

This report presents the results of the **2001 Nova Scotia Tourism Advertising Evaluation Study** conducted by Corporate Research Associates Inc., on behalf of the Nova Scotia Department of Tourism & Culture.

This research study's primary objective was to determine the overall effectiveness of the 2001 marketing campaign. The total number of advertising-generated inquiries was used as the base measurement of the campaign's overall success. This study sought to measure the impact of the 2001 campaign in terms of converting inquiries into visitors to Nova Scotia in 2001. An ad-generated inquiry is defined as a request for information regarding Nova Scotia that can be attributed to a specific advertising medium.

As in previous years, Nova Scotia's 2001 marketing strategy focused on five key markets: Atlantic Canada, Quebec, Ontario, Maine and New England/Mid-Atlantic States. The 2001 study provides a statistically reliable assessment of each of these five markets. The study also provides statistical reliability by selected advertising medium. Comparisons to previous years' data, when applicable, will be made.

The specific research objectives for the 2001 **Nova Scotia Tourism Advertising Evaluation Study** were to:

- Determine the net conversion rate among ad-generated inquiries from the five target markets, and by specific medium of inquiry (the net conversion rate excludes those who had already made plans to visit Nova Scotia at the time of their inquiry);
- Assess the overall economic impact of those who vacationed in Nova Scotia in 2001 and who were influenced, at least to some extent, by the 2001 marketing campaign;
- Identify the activities most important in the choice of a vacation destination, and the participation rates for each of these activities among vacationers;
- Evaluate the level of satisfaction with the vacation experience and comparability of the activities available in Nova Scotia with those available in other vacation destinations;
- Determine the expectations and impact upon Francophones of being served in their own language and of having travel information available in French;
- Identify the perceived strengths and weaknesses of Nova Scotia as a vacation destination;
- Evaluate the perceived usefulness of the information provided by the Nova Scotia Department of Tourism and Culture; and,
- Evaluate the 2001 marketing campaign by market and against previous campaigns.



A total of 3,702 telephone interviews were conducted with inquirers from Atlantic Canada, Ontario, Quebec, Maine and the New England/Mid-Atlantic States between October 11 and December 13 2001. A detailed summary of the sample sizes and margins of error associated with each market and for each media type may be found in the **Methodology** section at the end of this report.

Within the Detailed Analysis contained in the report, specific table references point to the statistical results found in the Tabular Results section. Tabular results are presented in percentages and have been rounded to the nearest whole number. Consequently, the totals may not always sum to 100 percent. In other cases, the totals will exceed 100 percent due to multiple responses. The total number of persons who responded to a particular question is displayed on each table under the label of **Sample**.

Immediately following this Introduction are the **Executive Summary, Conclusions** and **Recommendations** sections. The Detailed Analysis and the Appendices for this study follow these sections.



Executive Summary

Results from the **2001 Nova Scotia Tourism Advertising Evaluation Study** indicate that 2001 was a strong tourism year for Nova Scotia in terms of ad-generated visitation. The number of ad-generated inquiries increased in 2001, and while there was a decline in the net conversion rate, the estimated economic impact of the 2001 campaign is stable compared to 2000.

The 2001 marketing campaign's economic impact is estimated to be at least \$147 million, stable compared to the \$149 million generated in 2000. In addition, it is likely that there is also a residual economic benefit of each year's campaign in each succeeding year, which is not accounted for in the calculation of the economic impact of the current campaign. Therefore, some benefits of certain 2001 activities (such as the Quebec promotion video) may not be realized until 2002 or later.

This research continues to confirm the appeal of Nova Scotia as a premier seacoast touring destination that has unique physical and cultural attractions. The primary appeal of Nova Scotia continues to be the scenery, and the province also receives high praise for its friendliness. Visitors continue to rate Nova Scotia very highly, particularly in the areas of sightseeing, Maritime dining, recreational walking, historic sites/museums and local arts and crafts.

The inquirer profile from each of the five main markets remains fairly stable. The Atlantic Canada market continues to have a mixture of families and couples, with the Ontario market now mirroring the Atlantic Canada market in terms of a significant proportion of inquirers travelling as a family. Quebec, Maine and New England/Mid-Atlantic inquirers are most likely to travel as couples. Generally, inquirers tend to have higher than average levels of income and education. In Atlantic Canada and Ontario, it is important to provide balanced communication that emphasizes both adult and family activities and attractions, while communication to other regions should have more of an adult focus.

Ontario emerges as a market that is in need of attention. While some of the 2001 conversion rate decline may be attributed to the events of September 11, this market has seen a steadily declining conversion rate since 1997. In 2001, the decline in conversion rate traces to an increased percentage of inquirers who decided to vacation elsewhere. It is important to understand why Ontario inquirers are deciding not to travel to Nova Scotia, and to address any concerns these inquirers may have about the province.

On a more positive note, the Quebec market appears to be responding to marketing efforts. While the overall number of inquiries from Quebec decreased in 2001, this market saw a five percentage point increase in its conversion rate, with a corresponding increase of \$5 million in tourism spending in Nova Scotia. In addition, Quebec visitors are considerably more likely to be aware of the Ici on Parle Français program in 2001, although unaided awareness of the program's name continues to be very low. The promotion video was also well received, with most inquirers who received the video indicating they are more likely to visit the province in the future as a result of the video.



The events of September 11 2001 will very likely have a negative impact on Fall travel to the province, with at least one in ten U.S., Ontario and Quebec inquirers indicating they reduced or cancelled their Fall travel plans as a result of September 11. Quebec and Atlantic Canada inquirers are slightly less likely to have changed their Fall travel plans.



Conclusions

The following key conclusions have been drawn from the findings of this study.

- **The 2001 marketing campaign has been successful in significantly increasing ad-generated inquiries for the province.**

Following a significant increase in advertising generated inquiries in 2000 compared to 1999, 2001 saw another significant increase, with the 2001 campaign generating approximately 370,000 inquiries, compared to the 320,000 inquiries seen in 2000. The bulk of the increase in inquiries came from the New England/Mid-Atlantic market.

- **Print continues to be the most frequently cited source of awareness in terms of generating inquiries to the province, with television being the most frequently identified source among Atlantic Canada inquirers.**

Overall, magazine advertising is the primary source leading to the recognition of Nova Scotia's toll-free number, website address or inquiry by other means. There are regional variances, with New England/Mid-Atlantic inquirers being most likely to identify magazine advertising, and Atlantic Canada inquirers being most likely to identify television advertising. Roughly the same proportion of Ontario and Quebec inquirers identify magazine, newspaper and television advertising. Maine inquirers are equally likely to identify magazine and television advertising.

- **The 2001 marketing campaign achieved a net conversion rate of 22 percent, down four percentage points compared to 2000.**

The four point decline in conversion rate seen in 2000 stems from declines in conversion rates among Maine, New England/Mid-Atlantic, Ontario and Atlantic Canada inquirers, offset slightly by an increase in the Quebec net conversion rate.

Of some concern are downward trends seen for both the Atlantic Canada and Ontario markets. The conversion rate for Atlantic Canada has declined by eleven percentage points compared to 1999, while the Ontario rate has declined by fourteen points since 1997.

On a more positive note, following several years of declining conversion rates, the Quebec conversion rate increased by five percentage points in 2001, an indication that programs targeted at French speaking residents are hitting their mark. The increase in conversion rate is supported by an increase in the percentage of French speaking inquirers who are aware of the "Ici on Parle Français" program.

Looking at the various media, the East Coast Music Awards and the Nova Scotia Tourism website continue to have the highest conversion rates.



- The total tourism expenditures influenced by the 2001 marketing campaign are stable compared to 2000, although there have been regional fluctuations compared to 2000.

While the tourism expenditures of \$147 million influenced by the 2001 campaign are stable compared to 2000, there are several regional variances. Tourism related expenditures generated by Ontario visitors declined substantially (down \$11 million) due to a lower conversion rate combined with lower average party expenditures compared to 2000. Tourism related expenditures generated by visitors from New England/Mid-Atlantic and Atlantic Canada expenditures declined as a result of lower conversion rates for these two markets in 2001. Meanwhile, expenditures generated by Maine visitors also declined in 2001 as a result of a lower conversion rate combined with lower average party expenditures and fewer nights spent in Nova Scotia. Quebec's higher conversion rate in 2001 resulted in increased revenue of \$5 million generated by Quebec visitors.

- **The exchange rate continues to play a somewhat important role among visitors to Nova Scotia when making their decision to visit the province.**

Overall, six in ten visitors to Nova Scotia did not consider the Canada/U.S. exchange rate to be an important factor in their decision to vacation in Nova Scotia. Quebec residents (45% important) and American visitors (47% important) continue to be more likely than other visitors (30% important) to consider the exchange rate to be important to their vacation destination decision.

- **French speaking visitors express high levels of satisfaction with the French service they receive, and awareness of the Ici on Parle Français program has improved.**

More than one in ten French speaking visitors indicate the availability of service in French while visiting Nova Scotia exceeded their expectations, and more than six in ten feel the service they received met their expectations. Only two in ten French speaking visitors state the availability of French service did not meet their expectations. While unaided awareness of the name of the program continues to be low, awareness of the Ici on Parle Français program has increased compared to 2000, with more than seven in ten French speaking visitors being aware of the program.

On a related note, French speaking inquirers who received the Nova Scotia promotional video rated the video quite positively, with most stating the information in the video increases their chances of travelling to Nova Scotia in the future.

- **Consistent with results seen in previous studies, the majority of inquirers had not made a final decision concerning their vacation destination at the time of their inquiry.**

Fewer than one in ten inquirers had actually made a final decision to vacation in Nova Scotia at the time of their inquiry, while close to four in ten were strongly considering the province, and close to one-half were considering the province as a possible vacation destination. As in previous years, visitors are more likely than non-visitors to have already made reservations in Nova Scotia at the time of their inquiry.



- **The perception of inaccessibility related to time and distance continues to be the main barrier to vacationing in Nova Scotia for those who live outside Atlantic Canada.**

Among inquirers who took a vacation in the past six months, nearly four in ten visited Nova Scotia, down from the close to one-half of 2000 inquirers who visited the province. Similar to previous years, the most common reasons for not visiting Nova Scotia include making a commitment to travel elsewhere, time restrictions and personal problems. Generally speaking, time and distance issues are more significant barriers for those residing outside Atlantic Canada.

- **Sightseeing, sampling local food, recreational walking and visiting culturally significant attractions are most important vacation activities among visitors to Nova Scotia. Nova Scotia continues to be very well regarded by visitors.**

The most commonly identified activities considered to be important by visitors to Nova Scotia are sightseeing, dining/sampling local foods, visiting historic sites, recreational walking, seeing local arts and crafts and visiting museums. With the exception of recreational walking, visitors are more likely than non-visitors to consider these activities to be important when planning their vacation. Participation in these important activities is high, with at least eight in ten visitors stating they participated in each activity (visiting museums is slightly lower with a 65 percent participation rate).

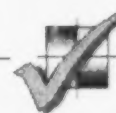
Visitors also rate Nova Scotia very positively with respect to these important activities; at least nine in ten indicate their expectations were exceeded or met. In addition, visitors to Nova Scotia are more likely than non-visitors to indicate their expectations were met or exceeded with respect to sightseeing, eating local foods and attending festivals/events.

On a related topic, more than nine in ten visitors rate Nova Scotia as an outstanding or very good vacation destination. In addition, visitors are most likely to cite the scenery and friendly people as elements of their Nova Scotia visit they liked the most.

- **Consistent with 2000 results, visitors to Nova Scotia are more likely to indicate vacation activities that were important to them exceeded their expectations when compared to the experiences of non-visitors.**

An analysis was conducted that examined the extent to which participation in an activity exceeded the expectations of inquirers who indicated the activity was important to them. The results for visitors to Nova Scotia were compared to results for those who vacationed elsewhere.

In most cases, visitors to Nova Scotia are more likely than non-visitors to indicate an activity exceeded their expectations. For a few activities – attending a seminar/course, attending a live sports event, attending a Casino, visiting museums and seeing local arts/crafts, visitors and non-visitors are equally likely to indicate their expectations were exceeded. Non-visitors are more likely than visitors to indicate their expectations were exceeded with respect to shopping and bird watching.



Recommendations

The following recommendations are driven from the findings from this study and the key conclusions drawn from those findings. These recommendations are presented to the Nova Scotia Department of Tourism and Culture for its consideration.

1. **Nova Scotia's appeal as a seacoast destination with unique cultural and physical attractions should continue to be an integral component of the province's positioning strategy.**

As seen in previous years, visitors to Nova Scotia are most impressed with the scenery, the unique attractions (historic sites, museums, Maritime food) and the friendliness of the people they encountered in the province. Not only do the vast majority of visitors participate in activities related to Nova Scotia's unique physical and cultural identity, they also rate Nova Scotia very positively. The results of the 2001 study confirm the ability of the province to deliver on the promise of a premier seacoast touring destination with a rich history and vibrant culture.

2. **There is a need to understand why Ontario and Atlantic Canada conversion rates are declining, and implement measures to address these two markets.**

Of particular concern is the Ontario market, which has seen a steady decline in conversion rate since 1997 (39% in 1997, 25% in 2001). The four point decline seen in 2001 stems from an increase in the proportion of Ontario inquirers who made the decision to vacation elsewhere. While some of the decline between 2000 and 2001 may be attributed to the events of September 11, there may be other factors leading to a reduced percentage of Ontario inquirers deciding to vacation elsewhere. The Nova Scotia marketing campaign is successfully motivating Ontario inquirers to contact the province, however, there is a need to understand why fewer inquirers are making a vacation commitment to the province.

Similarly, the conversion rate among Atlantic Canada inquirers fell below 50 percent in 2000, with the 2001 conversion rate resting at 45 percent. In addition, the number of Atlantic Canada inquirers decreased slightly in 2001.

3. **Efforts should continue with respect to attracting Quebec visitors to Nova Scotia**

The results from the 2001 study are quite encouraging with respect to converting Quebec inquirers into visitors. Despite a decline in the number of inquirers compared to 2000, the estimated tourism generated economic impact of Quebec visitors increased by \$5 million in 2001 as a direct result of a five percentage point increase in the Quebec conversion rate. Efforts to promote the availability of service in French appear to be garnering results, with an increase in the percentage of French speaking visitors who claim awareness of the Ici on Parle Français program, although unaided awareness of the name of the program continues to be very low. In addition, the promotion video was quite well received among French speaking inquirers who received it. While the conversion rate among inquirers who received the video is similar to that of overall Quebec inquirers, the video has the potential to affect future travel to Nova Scotia,



with most inquirers who received a video indicating the video increases their chances of travelling to the province in the future.

4. Nova Scotia should continue to use the Internet as an important component of its marketing campaign's media mix.

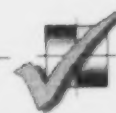
In 2001, the Internet achieved the highest conversion rate among all media (43%), and this medium has achieved consistently high conversion rates. The Nova Scotia Tourism website has proven to be quite effective at converting inquirers to visitors. Inquirers who use the Internet continue to be an attractive target, as they tend to have higher than average levels of education and income. It is important that the Nova Scotia Tourism website address should be prominently displayed on Nova Scotia marketing collateral.

5. Marketing efforts targeted at Ontario should acknowledge this market's higher likelihood of travelling to Nova Scotia with children.

While the majority of visitors from this market travel as couples or groups of couples, Ontario inquirers and visitors to Nova Scotia are more likely than visitors from Quebec or the United States to travel as a family. It is important that communication to this market be balanced with respect to illustrating both the adult and family appeal of the province.

6. Marketing programs targeted at Quebec and the United States should continue to focus on the mature and upscale adult market.

Consistent with previous years, the majority of inquirers from Quebec, Maine and New England-Mid-Atlantic travel as couples or groups of couples. These inquirers also tend to be over 45 years of age and have higher than average levels of income and education. This demographic group should continue to be the primary target for marketing communications.



Detailed Analysis

Overall Economic Impact of 2001 Marketing Campaign

Net Conversion Rates by Market

The slight decline in the 2001 net conversion rate results from declines in conversion rates among Maine, New England/Mid-Atlantic, Ontario and Atlantic Canada inquirers, offset somewhat by an increase in the Quebec conversion rate.

The 2001 net conversion rate is based on inquiries from those who contacted the Nova Scotia Department of Tourism and Culture using a variety of channels. This conversion research was based on all information inquiries to the 1-800 toll-free number, via business reply card, and through using the Internet. The types of media used to elicit the inquiries included television, newspaper, magazine, direct mail, the Internet and a variety of other means.

The net conversion rate is calculated by determining the percentage of individuals who contacted the province to make an inquiry, and who subsequently vacationed in Nova Scotia, but who had not yet committed to vacation in the province at the time of their inquiry. The net conversion rate for each market is outlined in the sections that follow.

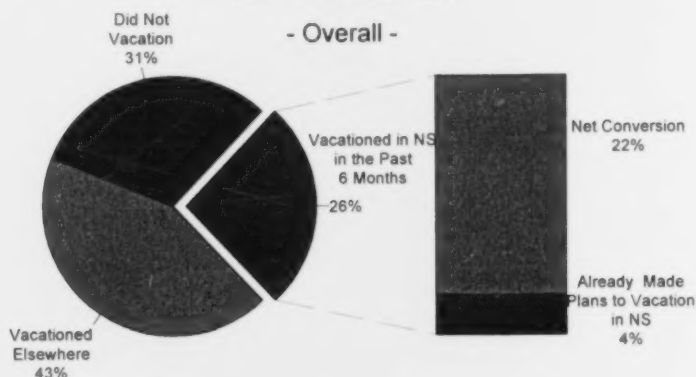
It should be noted that, among those who had not already committed to vacationing in Nova Scotia, there were individuals at different decision stages relating to their vacation travel. At the time of their inquiry, a substantial majority was either strongly considering a Nova Scotia vacation or were considering Nova Scotia as a possibility among other destinations. As a consequence, the net conversion rate is based on the premise that the 2001 marketing campaign has influenced, to at least some extent, those who vacationed in Nova Scotia who were at different stages of their decision at the time of the inquiry.



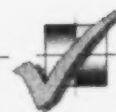
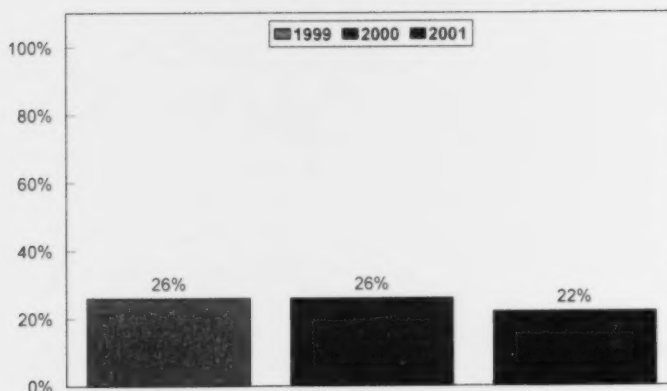
Overall Net Conversion

The overall net conversion rate for the 2001 marketing campaign is down slightly compared to 2000 and 1999 conversion rates. Just over two in ten (22%) inquirers vacationed in Nova Scotia during the past six months and were influenced in some way by the 2001 marketing campaign, down four percentage points compared to 2000 and 1999. The decrease in conversion rate was fuelled primarily by a seven point decrease in the conversion rate among New England/Mid-Atlantic inquirers, where an increased proportion of inquirers decided not to take a vacation. In addition, the Ontario and Atlantic Canada conversion rates each declined by four points, while the Maine conversion rate declined by five points. In contrast, the net conversion rate for Quebec increased by five percentage points. An overall net conversion rate has been available only since 1999, and is shown below for comparative purposes (market rates have been available for longer period of time).

Net Conversion



Overall Net Conversion

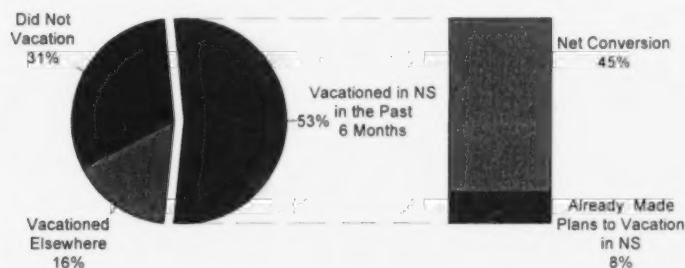


Atlantic Canada Net Conversion

Among the target markets, Atlantic Canada continues to have the highest overall net conversion rate, although the conversion rate has declined by 11 percentage points compared to 1999. More than four in ten Atlantic Canadians vacationed in Nova Scotia in the previous six months, and were in some way influenced by the province's marketing efforts.

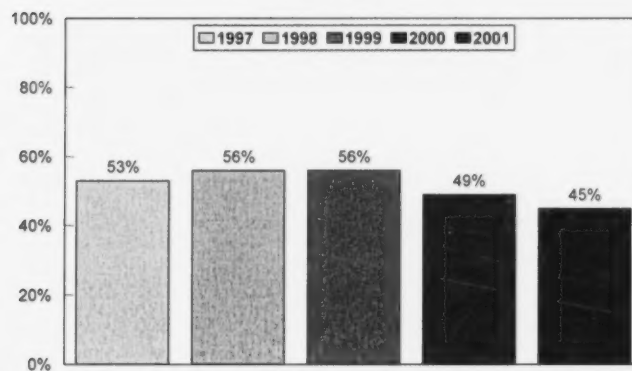
Net Conversion

- Atlantic Canada -

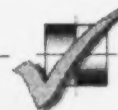


Net Conversion

- Atlantic Canada -



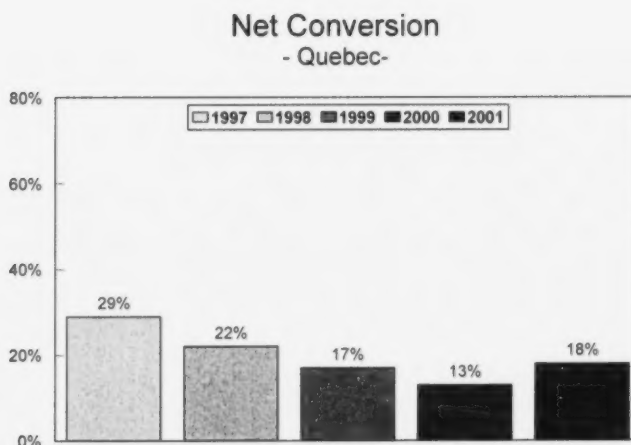
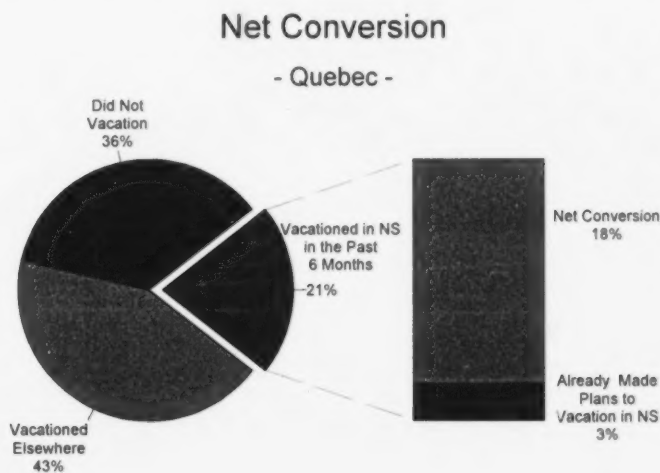
At the time of their request for information about Nova Scotia, Atlantic Canadians had a range of other vacation destinations in mind. Consistent with results seen in previous years, the two destinations most likely to be considered by Atlantic Canadians are Prince Edward Island (32%) and New Brunswick (25%). A further one in ten were considering Ontario, while close to one in ten each were considering Newfoundland or Quebec as possible destinations. Three in ten had no vacation destinations in mind at the time they made their inquiry. (Table 3)



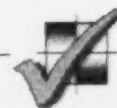
Quebec Net Conversion

Following a steadily declining conversion rate seen between 1995 and 2000, the net conversion rate for Quebec has increased by five percentage points to 18 percent in 2001. This increase in conversion stems from an overall increase in the percent of Quebec inquirers who took a vacation in Nova Scotia.

The research suggests the availability of spoken French and French literature are important considerations in Quebecers' choice of vacation destination, and there is evidence in a later section of this study (Page 24) that Quebec visitors to Nova Scotia are receiving service in their language of choice.



At the time of their inquiry, Quebecers were most likely to be considering New Brunswick (42%), Prince Edward Island (24%) or their own province (17%) as vacation destinations at the time of



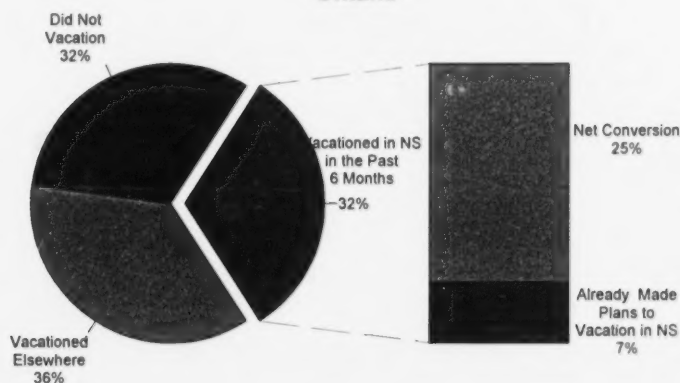
their information request, similar to 2000 results. In addition, nearly one in ten Quebec residents were considering Newfoundland as a possible vacation destination. As in previous years, when compared to other markets, fewer Quebec residents (19%) were not actively considering other destinations at the time of their inquiry. (Table 3)

Ontario Net Conversion

Similar to results seen in previous years, Ontario continues to be the next highest conversion market after Atlantic Canada, although the Ontario conversion rate continues its declining trend. The net conversion rate in 2001 is 25%, down four percentage points compared to 2000, and down 14 points compared to 1997. The 2001 decline stems from an increase in Ontario inquirers who decided to vacation elsewhere (36% in 2001 compared to 31% in 2000).

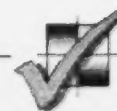
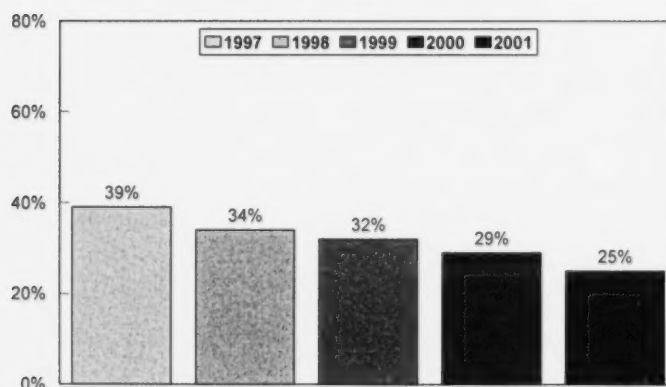
Net Conversion

- Ontario -



Net Conversion

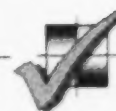
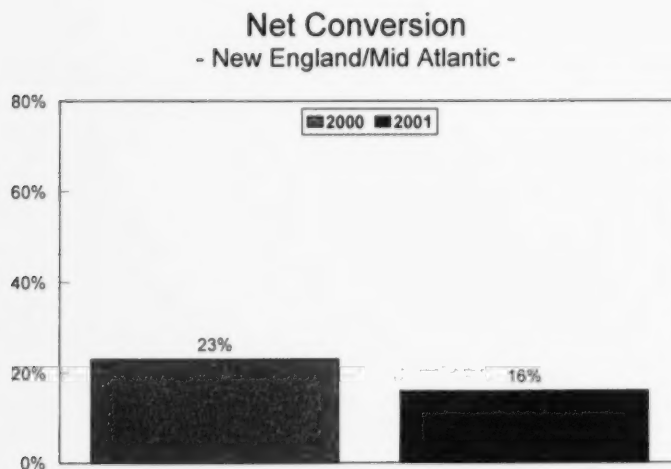
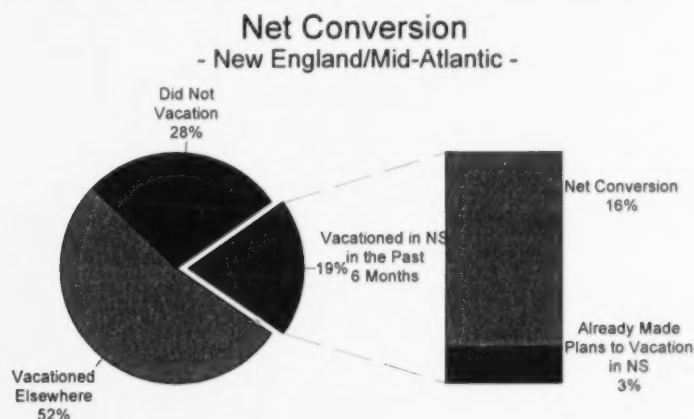
- Ontario -



At the time of their inquiries, Ontario residents were most likely to be considering Prince Edward Island (32%) or New Brunswick (29%), while just over one in ten were considering Newfoundland (13%) as a possible vacation destination, consistent with 2000 results. Three in ten were not considering any other destinations at the time of their inquiry. (Tables 3)

New England/Mid-Atlantic Net Conversion

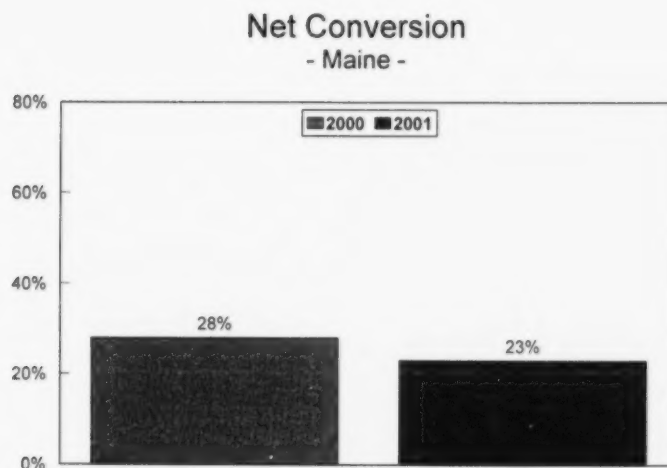
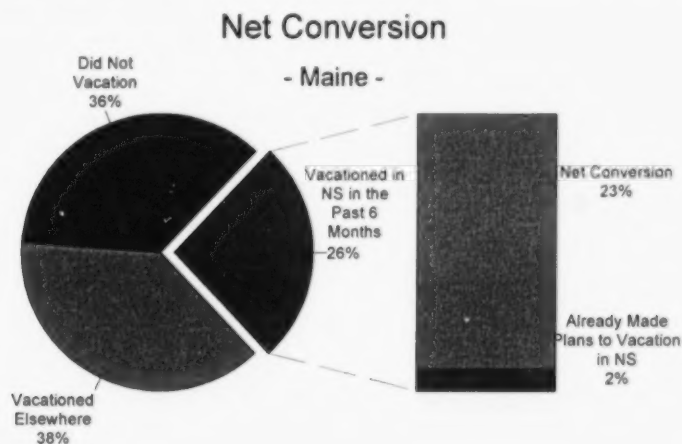
New England (ex. Maine) and the Mid-Atlantic States were combined to form a single market in the 2000 Conversion Study. This combined market achieved a conversion rate of 16% in 2001, down seven percentage points compared to 2000. This decline traces to an increase in the percentage of inquirers who chose not to take a vacation (28% in 2001, compared to 23% in 2000), combined with an increase in the percentage of inquirers who chose to vacation elsewhere (up 3 points).



Similar to 2000 results, New England/Mid-Atlantic residents were considering Maine (15%) or other New England States (12%) as vacation destinations at the time of their inquiry. One-third were not considering any other vacation destinations at the time of their inquiry. (Table 3)

Maine Net Conversion

The 2001 conversion rate for Maine inquirers was 23%, down five percentage points compared to 2000. Similar to the New England/Mid-Atlantic rate decline, the decline in the Maine conversion rate also traces to an increase in the percentage of inquirers who chose not to take a vacation (36% in 2001, compared to 29% in 2000).



Maine residents were considering New Brunswick (16%), Prince Edward Island (15%) and Quebec (8%) as vacation destinations at the time of their inquiry, consistent with 2000 results. Four in ten



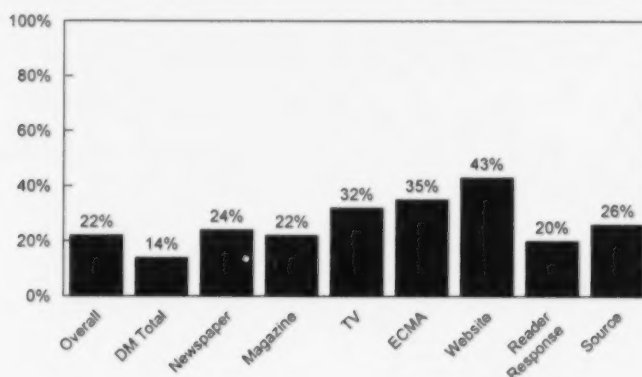
Maine residents were not considering any other vacation destinations at the time of their inquiry. (Table 3)

Net Conversion Rates by Media

Conversion rates continue to be highest for the East Coast Music Awards and the Nova Scotia Tourism Web site.

In 2001, the average net conversion rate for all media was 22%. Looking at the various media, the Nova Scotia Tourism website garnered the highest conversion rate in 2001, followed by the East Coast Music Awards. As a medium, television achieved the highest overall net conversion rate, followed by newspaper and magazine. Direct mail achieved the lowest net conversion rate.

Net Conversion Rate by Media



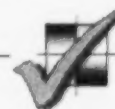
Average Daily Expenditures

Average daily expenditures are down slightly compared to 2000, with 2001 visitors spending an average of \$242 per day, compared to \$256 in 2000.

Regionally, increases in daily expenditures among visitors from Quebec are offset by decreases among visitors from Ontario and Maine. Daily expenditures among Atlantic Canadian and New England/Mid-Atlantic visitors are stable compared to 2000.

In 2001, average daily expenditures are highest among visitors from New England/Mid-Atlantic and Quebec. Of note, Maine visitors record the lowest average daily expenditures, a position usually held by visitors from Atlantic Canada. In addition, Ontario visitors, who traditionally spend higher amounts of money, record lower average daily expenditures compared to Atlantic Canadian visitors. (Tables 42a-f)

The total verified represents the average daily expenditures as confirmed by those surveyed. As in previous years, the verified average daily total has been used to calculate the total tourism



expenditures influenced by the 2001 marketing campaign, resulting in the most conservative estimate.

2001 Average Daily Expenditures Per Party

Type of Expenditures	Total	Atlantic Canada	Quebec	Ontario	New England/ Mid- Atlantic	Maine
Food/Beverages	\$71	\$68	\$72	\$72	\$68	\$66
Lodging/Accommodations	\$74	\$67	\$61	\$75	\$81	\$67
Entertainment	\$30	\$38	\$31	\$32	\$26	\$25
Merchandise/Gifts	\$34	\$38	\$36	\$30	\$33	\$35
Transportation	\$31	\$33	\$30	\$34	\$29	\$20
Other	\$6	\$7	\$8	\$7	\$3	\$3
Total Verified	\$242	\$234	\$277	\$222	\$257	\$203

2000 Average Daily Expenditures Per Party

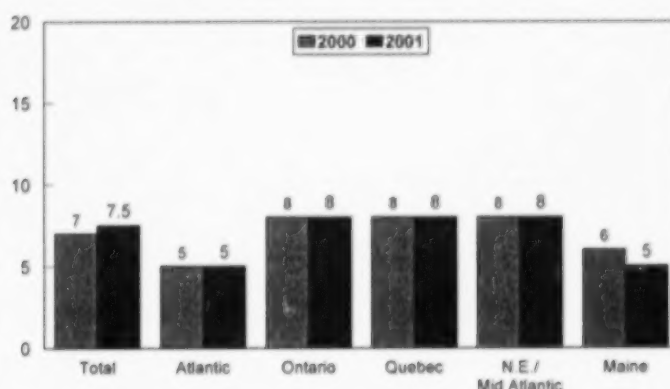
Type of Expenditures	Total	Atlantic Canada	Quebec	Ontario	New England/ Mid- Atlantic	Maine
Food/Beverages	\$75	\$67	\$87	\$77	\$72	\$74
Lodging/Accommodations	\$73	\$65	\$66	\$74	\$83	\$79
Entertainment	\$31	\$30	\$33	\$33	\$28	\$34
Merchandise/Gifts	\$39	\$41	\$32	\$38	\$42	\$58
Transportation	\$30	\$32	\$24	\$34	\$25	\$36
Other	\$6	\$7	\$4	\$7	\$6	\$5
Total Verified	\$256	\$233	\$267	\$258	\$260	\$308



Nights Spent in Nova Scotia

On average, visitors to Nova Scotia in 2001 spent 7.5 nights in the province, stable compared to the 7 nights spent by visitors to the province in 2000. Ontario, Quebec and New England/Mid-Atlantic visitors spent the most number of nights in Nova Scotia (8 nights), with visitors from Maine (5 nights) and Atlantic Canada (5 nights) spending shorter periods of time in the province. The average number of nights spent in Nova Scotia is stable among all regions except Maine, where the number of nights spent by visitors decreased by one night. (Table 33)

Nights Spent in Nova Scotia



The following table illustrates the percentage of visitors to Nova Scotia that stayed at least one night in the following types of accommodations, and the average number of nights spent in each type of accommodation. (Table 34)

Accommodation		Atlantic Canada	Ontario	Quebec	N.E./Mid- Atlantic	Maine	Total
Friends/Relatives	% Visited	35%	36%	19%	9%	5%	23%
	#Nights	4	6	4	4	3	5
Hotel/Motel	% Visited	42%	50%	44%	69%	58%	54%
	#Nights	3	5	4	6	4	5
Campground/ Trailer Park	% Visited	25%	22%	44%	14%	18%	21%
	#Nights	5	7	8	12	7	8
Bed & Breakfast	% Visited	8%	14%	14%	21%	13%	14%
	#Nights	3	5	4	4	4	4
Country Inn	% Visited	1%	2%	3%	3%	1%	3%
	#Nights	2	2	2	3	2	2



Visitors from Atlantic Canada and Ontario continue to be more likely than those from other markets to spend at least part of their stay with friends and relatives. Visitors from Maine and New England/Mid-Atlantic are most likely to seek hotel or motel accommodations. Of note, Quebec visitors continue to be more likely than visitors from other markets to stay at campground/trailer park accommodations.

2001 Tourism Expenditures

The total tourism expenditures influenced by the 2001 marketing campaign remained stable compared to the 2000 campaign.

The 2001 tourism expenditures were calculated by multiplying the total number of inquiries from each market by the net conversion rate for that region. This figure was then multiplied by the average total expenditures for each market to yield the total potential economic impact of the campaign for each geographic region studied. The 2001 campaign alone influenced at least \$147 million in ad-generated expenditures, which is stable compared to the \$149 million impact estimated from the 2000 campaign.

2001 Ad-Generated Tourism Expenditures

	Total	Atlantic Canada	Quebec	Ontario	New England Mid- Atlantic	Maine
Total Inquiries	367,455	41,271	66,638	88,696	134,232	19,088
Net Conversion	22%	45%	18%	25%	16%	23%
Average Daily Expenditures/Party	\$242	\$234	\$277	\$222	\$257	\$203
Average Number of Nights Spent in NS	7.5	5	8	8	8	5
Average Total Expenditures/Party	\$1,815	\$1,170	\$2,161	\$1,887	\$2,030	\$1,035
Tourism Expenditures*	\$147 Million	\$22 Million	\$26 Million	\$42 Million	\$44 Million	\$5 Million

$\text{Inquiries} \times \text{Net Conversion} \times \text{Average Total Expenditures} = \text{Total Tourism Expenditures}$

Rounding may result in some calculations not adding to totals



2000 Ad-Generated Tourism Expenditures

	Total	Atlantic Canada	Quebec	Ontario	New England Mid- Atlantic	Maine
Total Inquiries	319,376	41,399	74,554	88,193	101,536	13,694
Net Conversion	26%	49%	13%	29%	23%	28%
Average Daily Expenditures/Party	\$256	\$233	\$267	\$258	\$260	\$308
Average Number of Nights Spent in NS	7	5	8	8	8	6
Average Total Expenditures/Party	\$1,792	\$1,165	\$2,136	\$2,064	\$2,080	\$1,848
Tourism Expenditures*	\$149 Million	\$24 Million	\$21 Million	\$53 Million	\$49 Million	\$7 Million

Inquiries x Net Conversion x Average Total Expenditures = Total Tourism Expenditures
 Rounding may result in some calculations not adding to totals

Atlantic Canada

The number of inquiries from Atlantic Canada residents is stable in 2001 compared to 2000, and average expenditures by party are also stable. Overall, the estimated economic impact of the 2001 marketing campaign among Atlantic Canada inquirers decreased by \$2 million, a direct result of a four point decline in the net conversion rate.

Quebec

Despite a lower number of inquiries in 2001 (down 11% compared to 2000), the estimated economic impact of the 2001 marketing campaign among Quebec inquirers has increased by \$5 million, a direct result of a five point increase in the net conversion rate. The two other factors that have an impact on tourism related expenditures – number of nights and average party expenditures, are stable compared to 2000.

Ontario

The number of inquiries from Ontario residents increased marginally in 2001 (up 1 percent compared to 2000). A decline of four percentage points in the net conversion rate, combined with lower average party expenditures resulted in a reduced economic impact of \$11 million in 2001.



New England/Mid-Atlantic

A significant increase in the actual number of inquiries (up 32% compared to 2000) helped to mitigate the economic impact of a seven point decline in the net conversion rate for this region. Overall, there was a decrease of \$5 million in tourism related expenditures compared to 2000. The two other factors that have an impact on tourism related expenditures – number of nights and average party expenditures, are stable compared to 2000.

Maine

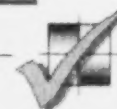
Although there was a significant increase in the number of inquiries from Maine residents (up 39% compared to 2000), the conversion rate declined by five percentage points, and average party daily expenditures and the average number of nights spent in Nova Scotia both decreased. Tourism related expenditures generated by Maine visitors declined by \$2 million compared to 2000.

The amounts from this impact analysis represent only a percentage of the overall tourism expenditures for each of Nova Scotia's target markets.

The following table displays the ad-generated expenditures by Media for 2001.

2001 Ad Generated Tourism Expenditures by Media

Category	Total Inquiries	Net Conversion	Average Daily Expenditures	Number of Nights in Nova Scotia	Tourism Expenditures
DM Core	43,565	16%	\$259	7	\$12,600,000
DM Total	79,106	14%	\$276	7	\$21,400,000
Magazine Core	3,112	23%	\$240	8	\$1,400,000
Magazine Total	42,607	22%	\$245	8	\$18,400,000
Newspaper Core	10,077	25%	\$209	9	\$4,700,000
Newspaper Total	17,888	24%	\$203	9	\$7,800,000
ECMA (TV)	10,456	35%	\$217	7	\$5,600,000
TV Core	3,176	34%	\$222	6	\$1,400,000
TV Total	17,860	32%	\$213	6	\$7,300,000
Web Core	17,403	43%	\$256	7	\$13,400,000
RR Core	3,746	27%	\$238	6	\$1,400,000
RR Total	24,215	20%	\$205	8	\$7,900,000
Source	168,376	26%	\$305	7	\$93,500,000
Quebec Video	9,990	16%	\$225	10	\$3,600,000
ACTP Total	56,355	14%	\$233	8	\$14,700,000
NSPP Total	7,249	24%	\$182	10	\$3,200,000
Scotia Prince Total	10,865	21%	\$229	7	\$3,700,000
Bay Ferries Total	1,019	25%	\$177	12	\$500,000



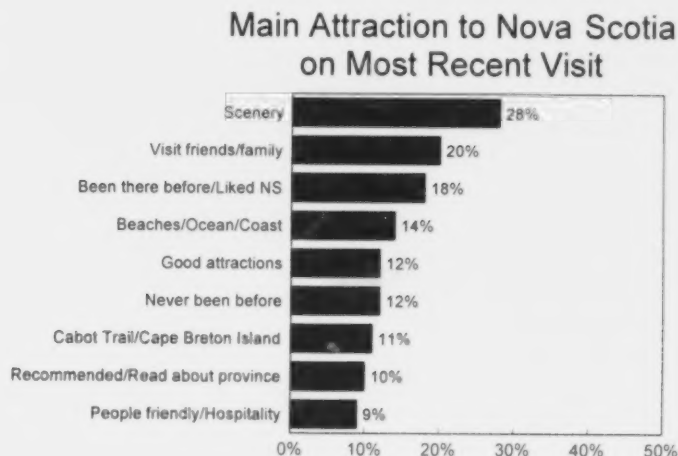
Category	Total Inquiries	Net Conversion	Average Daily Expenditures	Number of Nights in Nova Scotia	Tourism Expenditures
ECBC Total	32,056	21%	\$242	8	\$13,000,000
Total Media	367,455	22%	\$242	7	\$147,000,000

Rounding results in totals not adding up to Total Media figures

Factors Important to the Vacation Destination Decision

Factors Attracting Vacationers to Nova Scotia

Similar to results seen in previous years, the scenery is the most frequently mentioned attraction of the province among visitors, followed by the opportunity to visit friends/family and having visited before. (Table 11)



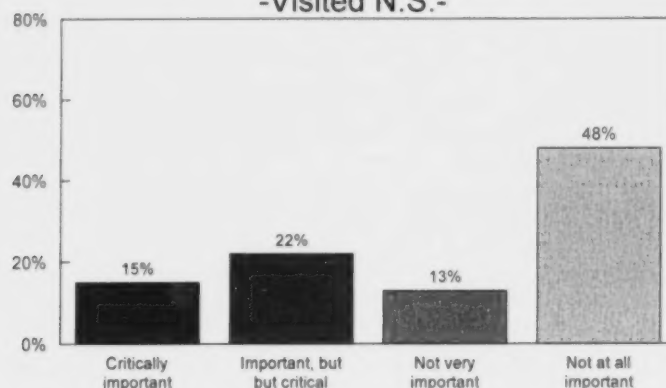
Importance of Exchange Rate

The exchange rate continues to play a somewhat important role among visitors to Nova Scotia when making their decision to visit the province.

Overall, close to four in ten visitors to Nova Scotia consider the exchange rate to be an important factor in their vacation destination decision, unchanged compared to 2000 results. Quebec residents and visitors from Maine or New England/Mid-Atlantic continue to be more likely than other visitors to consider the exchange rate to be an important factor. (Table 43)



Importance of Exchange Rate -Visited N.S.-

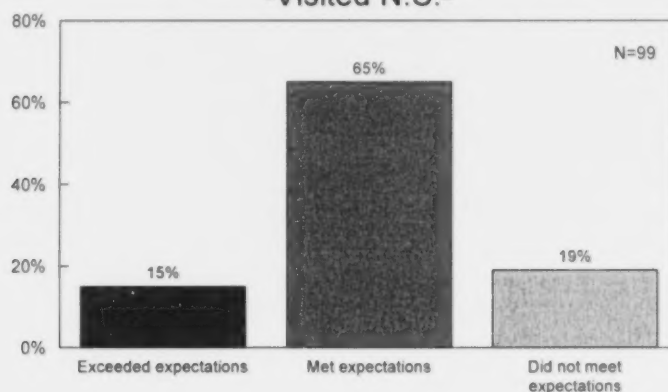


Service In French

French speaking visitors express high levels of satisfaction with the French service they receive, and awareness of Ici on Parle Français has improved.

Among French speaking visitors to Nova Scotia, more than one in ten indicate the availability of service in French exceeded their expectations, while more than six in ten feel the availability of such service met their expectations. Two in ten feel the availability of service in French was below what they expected. (Table 22)

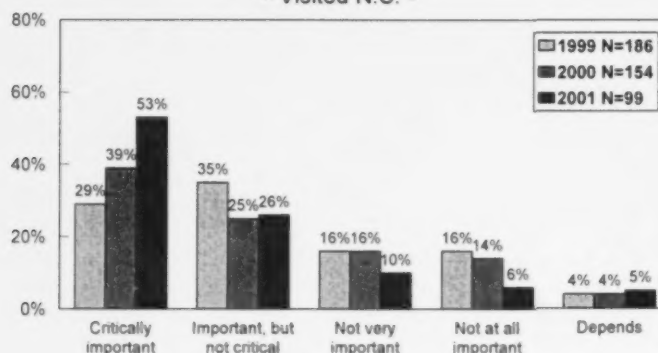
Availability of Service in French -Visited N.S.-



Eight in ten Francophones consider receiving the majority of service in French to be either “*critically important*” or “*important, but not critical*” to their choice of vacation destination. The importance of receiving service in French continues to increase compared to previous years. (Table 24)

Importance of Receiving Majority of Service in French

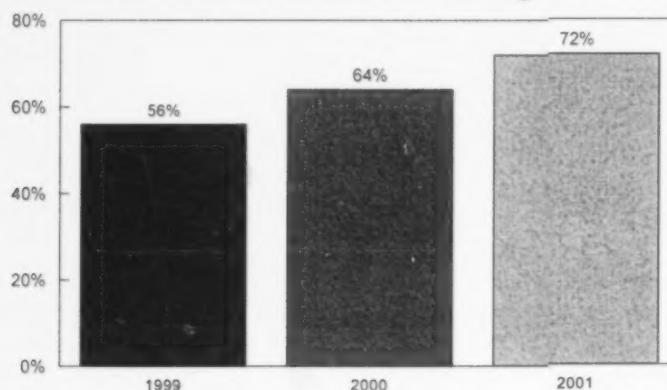
- Visited N.S. -



Awareness of Ici on Parle Français

Awareness of programs designed to provide services to French-speaking continues to improve, with more than seven in ten French-speaking visitors to Nova Scotia recalling such a program. This is an improvement of 16 percentage points compared to 1999. (Table 27)

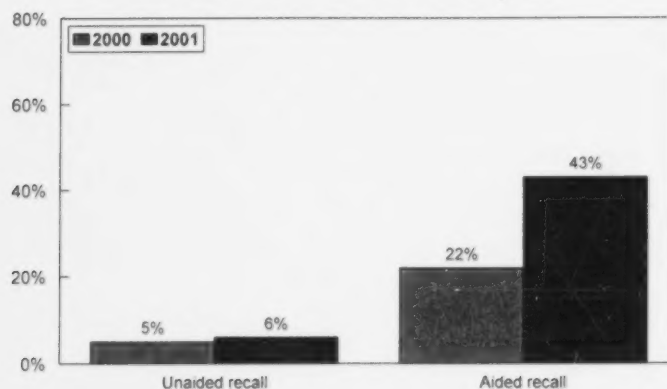
Noticed French Service Program



Unaided awareness of the name of the program continues to be quite low with approximately one in twenty of those who have noticed any programs identifying **Ici on Parle Français** by name. Aided recall is stronger, with more than four in ten recalling the name of the program, an increase compared to the just over two in ten who recalled the name of the program (aided recall) in 2000. (Tables 27a, 27b)



Recall Ici on Parle Français



French Promotion Video

Among French-speaking inquirers who were sent a Nova Scotia promotion video (n=102), nine in ten recall receiving the video. Among inquirers who were sent the video, three in ten visited Nova Scotia in the past six months, similar to the proportion of all French speaking visitors (34%) who visited the province (including those who did not receive the video). Among inquirers who recalled receiving the video, nine in ten indicated they watched it. Of those who watched the video, all of those respondents visited Nova Scotia. Most visitors feel the video had a positive influence on their decision to visit Nova Scotia, and most inquirers (visitors and non-visitors) feel the video increases the chances that they will take a vacation in Nova Scotia in the future. (Tables 25, 25a, 26, 26a)



Importance of Activities While on Vacation

Sightseeing, sampling local food, recreational walking and visiting culturally significant attractions are most important vacation activities among visitors to Nova Scotia. Nova Scotia continues to be very well regarded by visitors.

Sightseeing, recreational walking, dining/sampling local food, recreational walking, visiting historic sites or museums and seeing local arts and crafts continue to be the most frequently identified important vacation activities. (Tables 16a-v)

Activity	2001 %	2000 %	Visited NS %	Non-Visitor* %
Sightseeing	89	91	96↑**	85
Dining/sampling local foods	71	69	80↑	65
Recreational walking	71	73	72	71
Visiting an historic site	70	75	79↑	65
Seeing local arts and crafts	60	63	66↑	57
Visited a museum	53	57	59↑	50
Shopping	42	46	39	44↑
Attending festivals/events	41	45	43↑	39
Hiking	40	42	43↑	39
Attending live music event	32	34	36↑	31
Whale watching	25	27	39↑	16
Go on vacation getaway	25	19	28↑	24
Live theatre events	23	24	20	25↑
Bird watching	22	21	24	21
Urban nightlife	17	13	14	18↑
Bicycling	16	17	14	17↑
Kayaking or canoeing	15	15	15	15
Golfing	10	14	12	10
Attending live sporting event	9	11	6	10↑
Going to a casino	9	9	9	9
Hunting for fossils	8	9	10	7
Attending a seminar/Course	8	8	7	9

*A non-visitor is an inquirer who took a vacation in the past six months, but did not visit Nova Scotia

**Statistically significant differences are denoted by arrows.



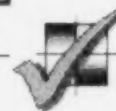
Compared to inquirers who vacationed elsewhere, visitors to Nova Scotia are more likely to consider many activities to be important, and are considerably more likely to consider the following activities to be important:

- Sightseeing
- Experiencing local food
- Visiting historic sites
- Seeing local arts and crafts
- Visiting museums
- Whale watching

Participation in Activities While on Vacation

The 2001 results show great consistency with results from the past three years. The activities that vacationers most frequently participated in while on their most recent vacation are sightseeing, eating local food, recreational walking, shopping and visiting historic sites and museums. (Tables 17 a-v)

Participation in Activity	2001 %	2000 %	1999 %	1998 %	Visited NS %	Non-Visitor %
Sightseeing	89	89	89	90	94↑	86
Eat unique local food	84	82	n/a	n/a	89↑	80
Recreational walking	79	80	80	82	82↑	78
Shopping	73	74	73	71	72	74
Visited an historic site	72	73	74	76	81↑	66
See local arts and crafts	71	73	n/a	n/a	81↑	66
Visited a museum	56	58	59	59	65↑	50
Went hiking	42	44	44	46	46↑	40
Attended festivals/events	36	39	n/a	n/a	38↑	34
Attended live music event	31	30	31	26	32	31
Go on vacation getaway	25	24	n/a	n/a	26	25
Went bird watching	21	20	22	22	23	20
Attended a live theatre event	21	20	22	18	17	23↑
Went to dance club or bar	21	19	23	20	21	22
Went whale watching	16	17	16	18	27↑	9
Bicycling	13	14	16	16	11	15↑
Went to a casino	14	13	14	13	16	13
Golfing	9	11	12	11	10	9



Participation in Activity	2001 %	2000 %	1999 %	1998 %	Visited NS %	Non-Visitor %
Kayaking or canoeing	11	11	9	10	11	11
Hunted for fossils	8	8	9	10	11	6
Attended live sporting event	8	8	8	9	5	10↑
Attended a seminar/Course	8	7	7	6	6	9

Those who visited Nova Scotia during the past six months were considerably more likely than non-visitors to go sightseeing, eat foods unique to the Maritimes, see local arts and crafts, visit historic sites and/or museums or go whale watching.

Extent to Which Vacation Activities Met/Exceeded Expectations

Similar to results seen in previous years, visitors to Nova Scotia are very satisfied with the activities in which they participated. At least eight in ten visitors indicated these activities met or exceeded their expectations. (Tables 18 a-v)

Activity Met/Exceeded Expectations	2001 %	2000 %	Visited NS %	Non-Visitor %
Sightseeing	96	96	98↑	95
Eat unique local foods	92	91	96↑	90
Recreational walking	95	95	96	94
Shopping	89	87	90	87
Visited an historic site	96	95	96	94
See local arts and crafts	92	92	93	92
Visited a museum	95	94	95	96
Went hiking	96	93	96	95
Attended festivals/events	90	89	93↑	88
Attended live music event	91	88	90	92
Go on vacation getaway	95	94	96	94
Went bird watching	89	86	90	89
Attended a live theatre event	92	87	93	90
Went to dance club or bar	87	86	90↑	84
Went whale watching	81	72	81	83



Activity Met/Exceeded Expectations	2001 %	2000 %	Visited NS %	Non-Visitor %
Bicycling	90	88	88	92
Went to a casino	78	80	82	75
Golfing	95	91	94	96
Kayaking or canoeing	96	95	98	94
Hunted for fossils	81	81	83	80
Attended live sporting event	90	92	94	89
Attended a seminar/Course	95	87	92	96

Inquirers who visited Nova Scotia during the past six months are more likely than non-visitors to indicate their expectations were met or exceeded with respect to sightseeing, eating foods that are unique to the Maritimes, attending festivals and events and nightlife.



Importance/Performance Matrices

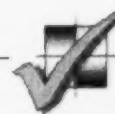
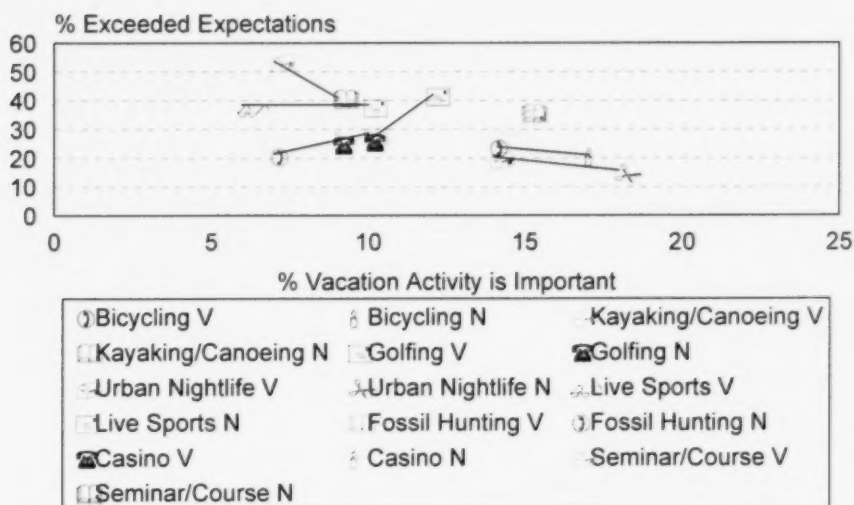
Consistent with 2000 results, visitors to Nova Scotia are more likely to have had a vacation activity that surpassed their expectations than are non-visitors.

An analysis was conducted that examined the extent to which participation in an activity exceeded the expectations of inquirers who indicated the activity was important to them. The results for inquirers who visited Nova Scotia were compared to the results for inquirers who vacationed elsewhere.

Among activities that are listed as least likely to be important (<19% rate important) the results are generally positive for Nova Scotia. In most cases, visitors to Nova Scotia are more likely than non-visitors to indicate their expectations were exceeded. For three activities – attending a seminar or course, attending a live sports event and attending a Casino, visitors and non-visitors are equally likely to indicate their expectations were exceeded. No activity is identified where non-visitors are more likely than visitors to have their expectations exceeded.

Importance vs. Exceeding Expectations

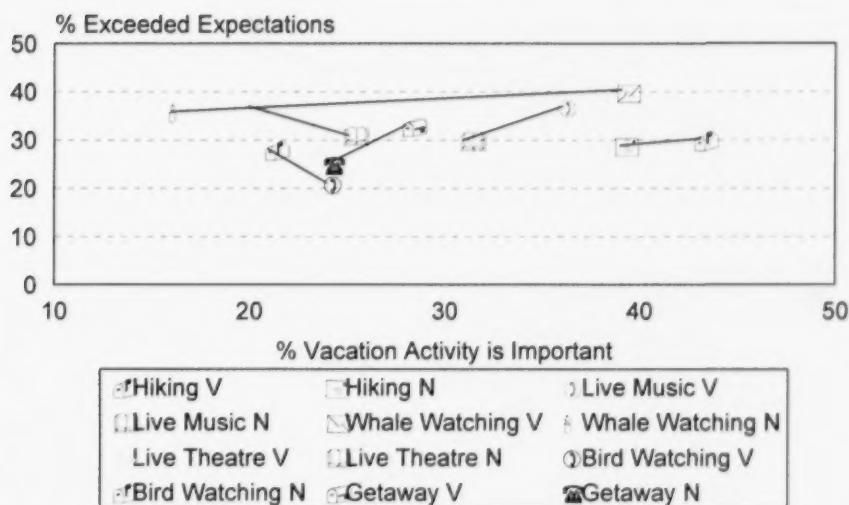
<19% Important



For those activities that were considered to be more important (19%-42% rate important) when planning a vacation, Nova Scotia visitors are more likely than non-visitors to indicate their expectations were exceeded, with the only exception being bird watching, where non-visitors are more likely to indicate their expectations were exceeded.

Importance vs. Exceeding Expectations

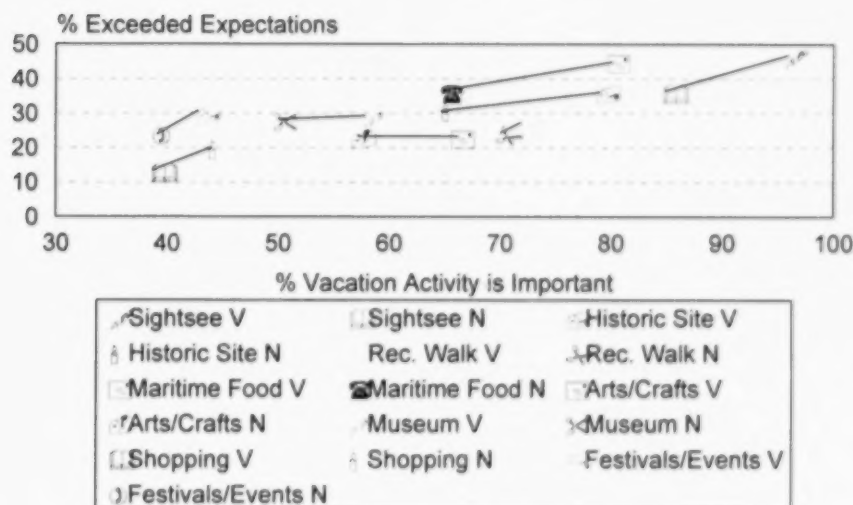
19%-42% Important



Among activities considered to be very important to inquirers (43%+ important), visitors to Nova Scotia are more likely than non-visitors to feel their expectations were exceeded with few exceptions. With respect to visiting museums or seeing local arts/crafts, visitors and non-visitors are equally likely to indicate their expectations were exceeded. Looking at shopping, which is more important to non-visitors, non-visitors are more likely than visitors to indicate their expectations were exceeded.

Importance vs. Exceeding Expectations

Importance of 43% or More

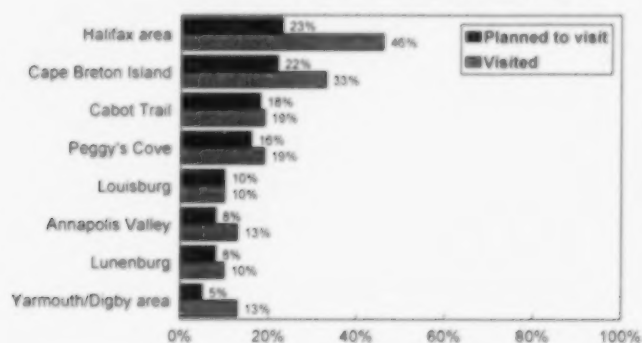


Specific Attractions/Regions Visited

Visitors to Nova Scotia were asked which specific areas or attractions they had planned to visit when planning their vacation to the province. The Halifax area and Cape Breton Island are the two most frequently identified areas. When asked which specific regions or attractions they actually visited when they came to the province, the Halifax area and Cape Breton Island are also the two most frequently areas visited. In addition, two in ten visitors travelled to Peggy's Cove, while approximately one in ten each visited Louisburg, the Annapolis Valley area, Lunenburg or the Yarmouth/Digby area. (Tables 34a, 35)



Specific Attractions/Regions Visited



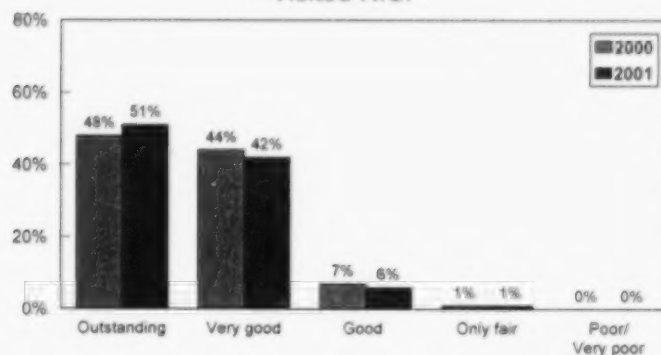
One-half of visitors to Nova Scotia spent at least one night in Cape Breton Island, with Ontario (62%) and Quebec (58%) residents being most likely to have spent at least one night in Cape Breton. On average, visitors to Cape Breton Island stayed 4 nights. (Table 37)

Image of Nova Scotia as a Vacation Destination

Overall Assessment of Nova Scotia as a Vacation Destination

Nova Scotia continues to be highly rated as a vacation destination.

More than nine in ten visitors continue to consider Nova Scotia to be either a very good or outstanding vacation destination, with one-half considering the province to be an outstanding vacation destination. (Table 12)

Overall Assessment of Nova Scotia as a Vacation Destination
- Visited N.S. -

Among those who vacationed in Nova Scotia in the previous six months, the province's scenic beauty (51%) and friendly people (42%) are the most frequently identified aspects of the province they liked the most. In addition, visitors identify coastline attributes such as the beaches and ocean (16%), attractions such as museums (15%), the food (13%), Cape Breton (11%) and the quality of accommodations (10%) as most liked attributes of the province (Table 13).

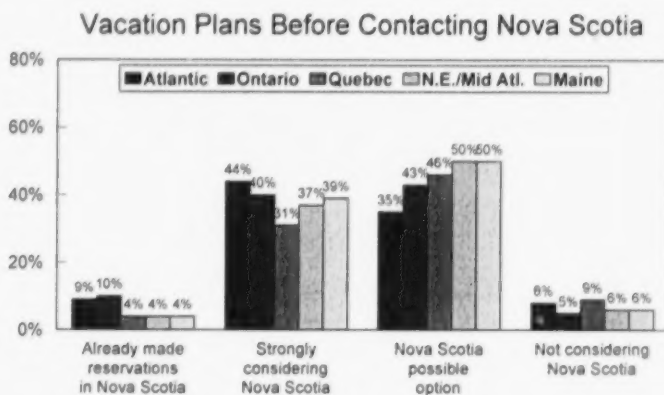
In contrast, one in ten or fewer visitors identify any single element of their trip to Nova Scotia that they disliked, with nearly four in ten visitors indicating there is nothing they found unappealing about their visit. The unpredictable weather, driving time and road conditions are most frequently identified as the least liked aspects of Nova Scotia. (Table 14)

Travel Habits of Visitors

Vacation Plans Prior to Inquiry

Similar to results seen in 2000, more than four in ten inquirers had either already made a commitment to visit Nova Scotia, or were strongly considering Nova Scotia as a vacation destination at the time of their inquiry.

Overall, close to four in ten inquirers were strongly considering Nova Scotia as a vacation destination prior to their inquiry, and close to one-half were thinking about Nova Scotia as a possible vacation destination among a range of vacation options. Quebec inquirers continue to be least likely to have been strongly considering Nova Scotia as a vacation destination at the time of their inquiry. (Table 2)



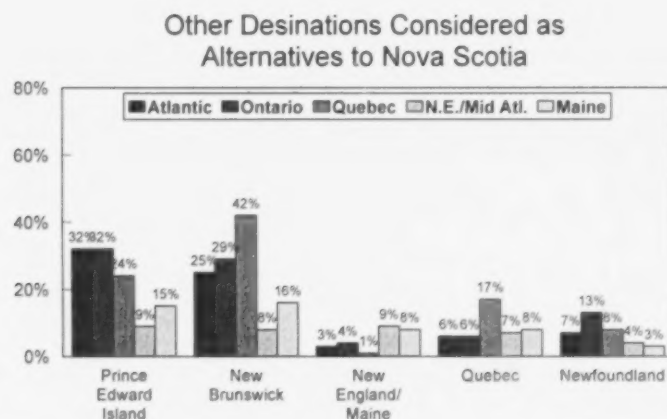
Similar to results seen in previous studies, close to one in ten inquirers had already decided to vacation in Nova Scotia at the time of their inquiry and were simply collecting more information, while about the same number were not considering a vacation in the province.



It is worth mentioning that those who visited Nova Scotia during the past six months continue to be significantly more likely than non-visitors to have already made reservations in Nova Scotia, or to be strongly considering a vacation in Nova Scotia at the time of their inquiry.

Other Vacation Destinations Considered

Overall, three in ten inquirers were not considering any other destination at the time they made their inquiry. Those from Canadian markets are most likely to have considered both Prince Edward Island and New Brunswick as vacation alternatives. Quebec inquirers are significantly more likely to have been evaluating New Brunswick as a potential vacation destination. Residents from New England and the Mid-Atlantic States are most likely to have considered U.S. destinations as vacation alternatives. (Table 3)

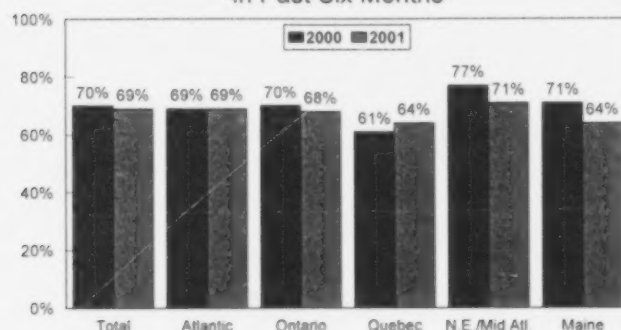


Vacation Taken in the Previous Six Months

Overall, seven in ten inquirers took a vacation within the past six months of their interview of at least three days in length and more than 100 miles (160 kilometres) from their home. The incidence of vacation travel during the past six months is stable in Atlantic Canada and Ontario, is up slightly among Quebec inquirers, and has declined among both New England/Mid-Atlantic and Maine inquirers. (Table 4)



**Vacation of at Least 3 Days and
More than 100 Miles
-in Past Six Months-**



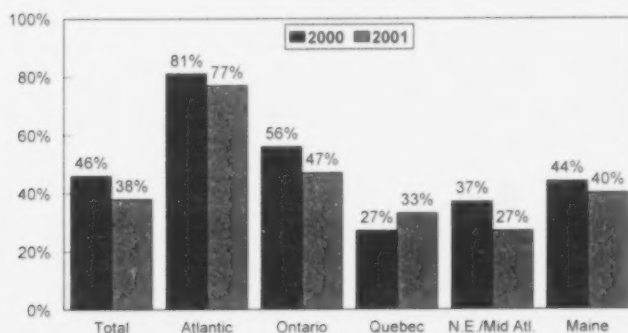
The likelihood of having taken a vacation in the previous six months rises significantly with education and household income.

Vacations in Nova Scotia

The perception of inaccessibility related to time and distance continues to be the main barrier to vacationing in Nova Scotia for those living outside Atlantic Canada.

Among inquirers who took a vacation in the past six months, nearly four in ten spent at least a portion of their vacation in Nova Scotia, down eight percentage points from the close to one-half of 2000 inquirers who spent a portion of their vacation in the province. Among those who had taken a vacation in the previous six months, Atlantic Canadians continue to be most likely to have vacationed in Nova Scotia, followed by Ontario residents. While Quebec residents were least likely to have visited Nova Scotia in 2000, New England/Mid-Atlantic residents are least likely to have visited Nova Scotia in 2001. (Table 5)

**Portion of Vacation Spent in Nova Scotia
-in Past Six Months-**



The proportion of travellers spending any part of their vacation in Nova Scotia declined among Ontario, New England/Mid-Atlantic, Atlantic Canada and Maine residents, and increased among Quebec residents.

Similar to previous years, the most common reasons for not visiting Nova Scotia are related to making commitments to go elsewhere, time restrictions and personal problems such as illness or family problems. Generally speaking, time and distance issues were more significant barriers for those residing outside Atlantic Canada, not surprising given the high reliance on passenger vehicles as the prime mode of transportation. (Table 6)

Timing of Vacation in Nova Scotia

July and August continue to be the strongly preferred vacationing months in Nova Scotia, although two in ten visitors came to the province in September. While the majority of visitors from each of the five major markets visited the province in July and August, Quebec and Maine visitors are most likely to have visited during the summer months. Visitors from the markets other than Maine and Quebec are more likely than Maine or Quebec visitors to have come to the province during the months of April, May, June, October and November. (Table 7).



Consistent with 2000 results, those 55 years of age or over are more likely than younger visitors to visit Nova Scotia in either June or September.

Other 2001 Vacation Destinations

Visitors to Nova Scotia were asked what other vacation destinations they visited in addition to Nova Scotia. Overall, visitors to Nova Scotia are most likely to have also visited New Brunswick (25%) or Prince Edward Island (20%) while on their vacation. Visitors from Canadian markets are more likely than American visitors to have also visited New Brunswick or Prince Edward Island, while American visitors are more likely to have also visited an American destination. Visitors from



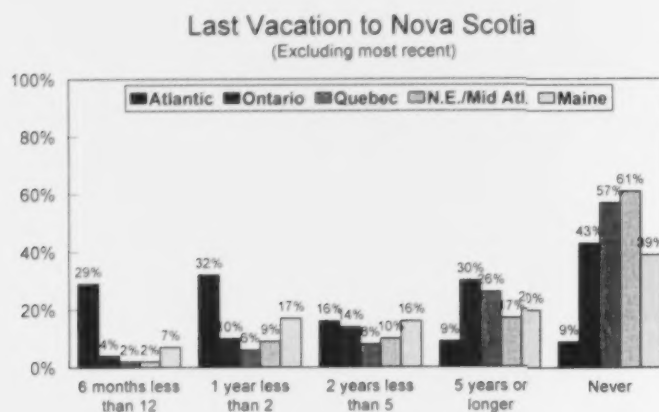
Atlantic Canada (38%) are more likely than other visitors to have not visited any other destinations, with Nova Scotia being their sole destination. (Table 8)

For inquirers who had taken a vacation in the previous six months, but not to Nova Scotia, the most popular destinations include Quebec for Quebec inquirers, Ontario for Ontario inquirers and New Brunswick/Prince Edward Island for Atlantic Canada inquirers. Among Maine and New England/Mid-Atlantic inquirers, the most popular destinations include Maine, New England and Florida. (Table 9)

Last Vacation in Nova Scotia

Close to one-half of inquirers had never vacationed in Nova Scotia prior to their inquiry.

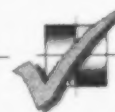
Close to two in ten inquirers have visited Nova Scotia within the past two years, with inquirers from Atlantic Canada (61%) being most likely to have visited Nova Scotia within this period of time. The incidence of having never visited Nova Scotia is highest among New England/Mid-Atlantic and Quebec residents. Among inquirers who visited Nova Scotia during the past six months, four in ten had never visited Nova Scotia before. (Table 10)



The incidence of having never visited Nova Scotia decreases as age increases.

Composition of Visitors

The average size of the vacationing party in Nova Scotia was four people, up by one compared to 2000, and stable compared to 1999. Similar to previous advertising evaluation studies, the majority of visitors to Nova Scotia, particularly those from Quebec and the United States came as adults without children. (Tables 19, 20)



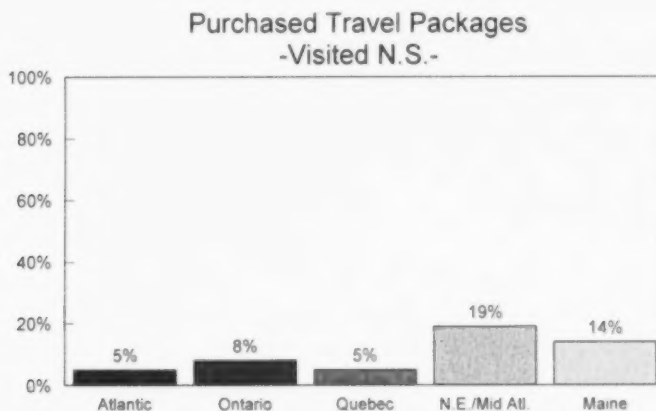
Mode of Travel

Consistent with previous years, passenger vehicles are by far the primary transportation mode for those visiting the province. Eight in ten visitors to the province used a passenger vehicle as their mode of transportation. One-quarter travelled to Nova Scotia on a ship or ferry, while only one in ten travelled to Nova Scotia on a commercial or private plane. In addition, one in ten visitors to the province used a recreation vehicle as their mode of transportation. (Table 28)

Similar to the previous year, one in ten 2001 visitors to Nova Scotia during the past six months used the Cat Ferry between Yarmouth and Bar Harbor, while another one in ten travelled by the Scotia Prince from Portland to Yarmouth.

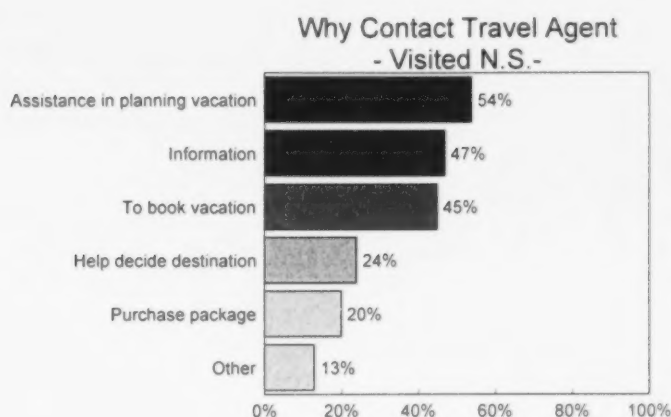
Purchase of Travel Packages

Consistent with results seen in previous years, the incidence of purchasing travel packages is fairly low, although a slightly higher proportion of visitors to Nova Scotia in 2001 report having purchased a travel package (11%, up from 8% in 2000). Visitors from the United States, particularly those from New England/Mid-Atlantic continue to be more likely than Canadian visitors to have purchased a travel package. (Table 29)

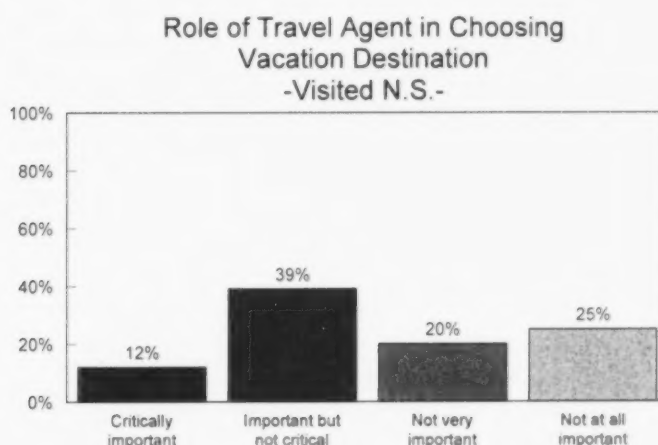


A minority of visitors (9%) to Nova Scotia sought the assistance of a travel agent in planning their trip to the province. Visitors from Ontario (16%) are most likely to have used a travel agent to assist them with planning their vacation to Nova Scotia. Of those who contacted a travel agent, most called for assistance with planning their vacation, for information, to book their vacation, to help them decide where to go, or to purchase a travel package. (Tables 30, 31)





Among visitors to Nova Scotia who contacted a travel agent, one-half indicate the travel agent played an important role in terms of helping them choose their vacation destination. (Table 32)



Effectiveness of Travel Information

Awareness of Toll-Free Number, Website for Nova Scotia

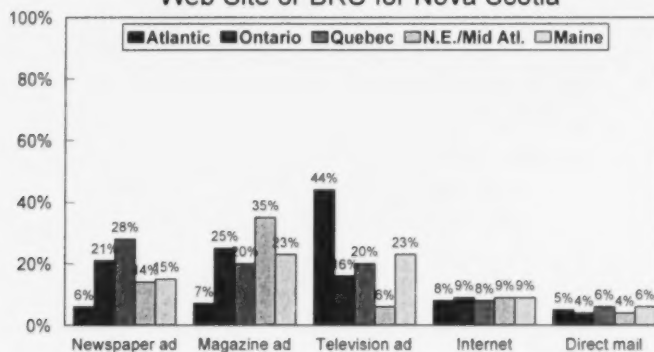
Print media continue to be the most frequently cited sources in terms of generating inquiries, with television being the most frequently identified source among Atlantic Canada inquirers.

In 2001, magazine advertising is the primary source leading to the recognition of Nova Scotia's toll-free number or its website address, with close to three in ten inquirers identifying this medium. Looking at the various markets, New England/Mid-Atlantic inquirers are most likely to identify



magazine advertising as the primary source of awareness. Quebec inquirers are most likely to identify newspaper advertising, followed by magazine and television advertising, while Ontario inquirers are most likely to identify magazine, followed by newspaper and television advertising. Over four in ten Atlantic Canada inquirers identify television advertising and just over two in ten Maine inquirers identify magazine or television advertising as their primary source of awareness. One in ten inquirers overall identify the Internet, with results being consistent by market. (Table 1)

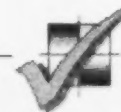
First Became Aware of Toll-Free Number,
Web Site or BRC for Nova Scotia

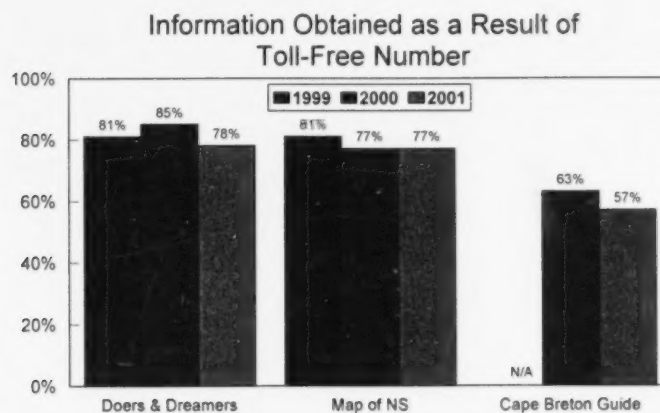


Magazine advertising tends to be a more effective medium among inquirers aged 45 years or older, while newspaper advertising is more likely to be mentioned by inquirers aged 35 years and older. Television ads appear to be most effective among younger age groups (<55 years of age), and among those with lower incomes or lower education levels. Not surprisingly, the incidence of identifying the Internet is higher among younger inquirers, and among inquirers with higher levels of income and education.

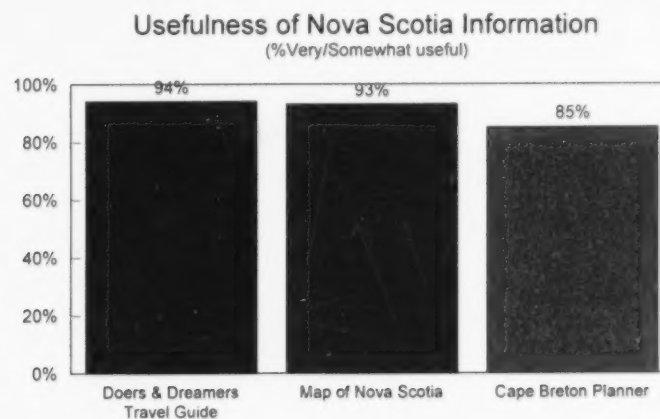
Nova Scotia Vacation Information

As a result of their inquiry, nearly eight in ten of those who contacted the province received the **Doers & Dreamers Travel Guide**, down somewhat from the more than eight in ten inquirers who reported receiving the guide in 2000. Inquirers who visited Nova Scotia (88%) are more likely than non-visitors (72%) to report receiving a guide. In addition, inquirers from Atlantic Canada continue to be most likely to have received a Doers & Dreamers Travel Guide. Consistent with 2000 results, close to eight in ten inquirers received the **Map of Nova Scotia**, with American inquirers being most likely to have received a map. Close to six in ten inquirers received the **Cape Breton Island Adventure Guide and Touring Planner** (down 6 points compared to 2000). Inquirers who live outside of Atlantic Canada are considerably more likely than those who live in Atlantic Canada to have received a **Cape Breton Island Adventure Guide and Touring Planner**. (Tables 46a, 46b, 46c)





Both the Travel Guide and the Map of Nova Scotia are considered to be very or somewhat useful by more than nine in ten who had received the information, with results being consistently positive across the various markets. Among those who received the Cape Breton Guide, over eight in ten consider this information to be very or somewhat useful. These slightly lower scores are due to the one in ten who were unable to comment on the usefulness of the Cape Breton Guide (Tables 47a, 47b, 47c).

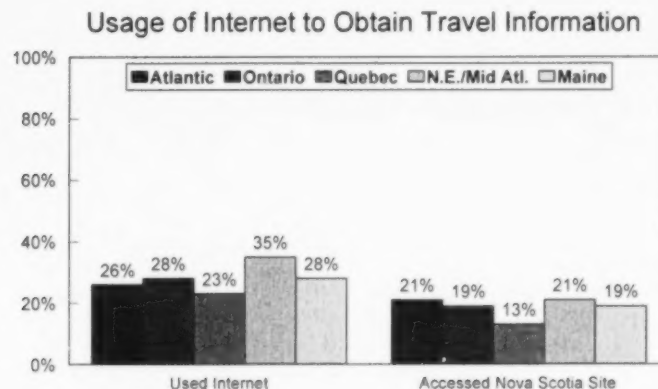


Consistent with results seen in previous years, the majority (67%) of inquirers state that there is no additional Nova Scotia information they would have liked to have received. (Table 48)



Use of the Internet

Use of the Internet to obtain travel information has stabilized, with three in ten inquirers indicating they used the Internet to obtain travel or tourism information when planning their most recent vacation. Two in ten inquirers accessed the Nova Scotia website, with Quebec inquirers being less likely than inquirers from other markets to have accessed this website. Consistent with 2000 results, Internet use decreases as age increases, and is higher among those with higher levels of income and/or education (Tables 49, 49a).



Inquirers who visited the Nova Scotia website are most likely to feel it is no different from other tourism websites (54%), with three in ten indicating it is better than other tourism websites. (Table 49b)

Impact of September 11

Inquirers were asked whether the events of September 11 2001 influenced their Fall vacation plans. One-half indicated they did not have Fall vacation plans. One-third made no changes to their Fall vacation plans, while nearly one in ten cancelled their plans, and a further one in twenty reduced their Fall plans. Inquirers from New England/Mid-Atlantic (15%), Ontario (13%) and Quebec (11%) are more likely than inquirers from Maine (7%) or Atlantic Canada (8%) to indicate they reduced or cancelled their Fall vacation plans. (Table 49c)

Demographic Profile

Demographic Profile of Inquirers

Consistent with 2000 results, inquirers are more likely to be female (57%) than male (43%); in Atlantic Canada, inquirers are significantly more likely to be female (69%). In addition, inquirers are more likely to be at least 45 years old (especially those from Maine/New England/Mid-Atlantic



States), to have a post-secondary education and to have annual household incomes of at least \$50,000. Not surprisingly, given inquirers' age profile, they are most likely to be either employed full-time, or to be retired.

Close to nine in ten inquirers took at least one vacation of at least three days in length and more than 100 miles (160 kilometres) from their home in the past twelve months, with the average inquirer taking three trips. Frequency of travel is greatest among those who are 45 years of age or more, and those with at least \$25,000 in household income (Tables 50-55).



Study Methodology

The data for this study was collected using a random telephone interview methodology. The sampling was distributed to be representative of the actual inquiry distribution by market, and by media within each market, of interest to the Nova Scotia Department of Tourism and Culture. All interviews were conducted using CRA's computer-assisted-telephone-interviewing system (CATI) that provides superior quality control and sample management. The data was collected from October 11 and December 13, 2001.

Sampling Strategy

Sampling Strategy by Market

The Sample for the **2001 Nova Scotia Tourism Advertising Evaluation Study** was drawn from several sources, including all those who contacted Nova Scotia's toll-free information and reservation service (Check-In) to request information on the province from January 1 to October 10, 2001. Web inquiries and several other databases were also used to complete the inquirer sample.

For the purposes of this study, five separate regions required overall statistical reliability: Atlantic Canada, Quebec, Ontario, Maine and the New England/Mid-Atlantic States. Based on the actual number of inquiries at the time of the study, the margins of error (at a 95% confidence level) for each region are as follows:

REGION	INFORMATION REQUESTS Jan 1 - Oct 10, 2001	SAMPLE SIZE	MARGIN OF ERROR
Atlantic Canada	41,271	513	+/- 2.3%
Quebec	66,638	545	+/- 2.5%
Ontario	88,696	878	+/- 2.0%
Maine	19,088	265	+/- 3.6%
New England/Mid- Atlantic States	134,232	1,374	+/- 1.6%

Sampling Strategy by Media

The sampling strategy also provided for a representative sample by media within each market region. The following table summarizes the actual distribution of the sample by media evaluated in the study. As such, this sampling provides for a reliable sample for each of the media types, but not necessarily for each media type within market region.

Among the media types that were assessed included direct mail, newspaper, magazine, television, East Coast Music Awards, the Internet, ECBC sponsored media and Reader Response.



TYPE OF MEDIA	INFORMATION REQUESTS From Jan. 1 to October 10, 2001	SAMPLE SIZE
DM Core	43,565	593
Magazine Core	3,112	51
Newspaper Core	10,077	123
ECMA	10,456	201
TV Core	3,176	111
Web Core	17,403	404
RR Core	3,746	71
Source	168,376	346
Quebec Video	9,990	201
ACTP Total	56,355	612
NSPP Total	7,249	75
Scotia Prince Total	10,865	358
Bay Ferries Total	1,019	112
ECBC Total	32,056	444
Total Media	367,455	3,702

Please note that inquiry totals here may not correspond with figures found elsewhere, as these records have been filtered for duplicates and other issues

Weighting Factors

After the data was collected to compensate for differences between the distribution of the sample when compared to the actual distribution of inquiries by market, and by media within each market, a weighting procedure is applied to the information. The weighting technique used to conduct the weighting exercise is Cell Weighting. In this study, weighting is used to compensate for variations in market and media distribution. The following weighting factors are used:

	Atlantic Canada	Ontario	Quebec	North East US	Maine
Direct Mail					
Core					
Spring	0.471	1.218	1.596	1.153	
Summer	0.227				
Fall	0.218	1.439	1.846	0.134	
ECBC		1.149	1.569	1.133	
ACTP				1.703	1.164
Niche Standard DM				0.369	
Niche E-Mail				0.101	
BF				0.144	
SPC				0.407	



	Atlantic Canada	Ontario	Quebec	North East US	Maine
Newspaper					
Newspaper Core	0.216	1.624	2.680	0.991	
NSPP		1.200	1.961	1.676	
ACTP					0.149
SPC				0.835	0.138
Magazine					
Core		1.125	1.268	1.412	
ACTP Co-op				1.801	
NSPP		0.942	1.090	1.312	
ECBC		1.094	1.786	0.975	
SPC				0.562	
Television					
TV Core	0.492	1.064			
ECMA		1.084			
TV ACTP				1.859	2.586
BF				0.141	
Website Core	0.458	0.790	0.603	0.775	0.457
Ads/Banners					
Reader Response					
Core				1.207	
ACTP				2.042	
ECBC				3.548	
SPC					
Quebec Video			0.755		
Source					
Direct Mail Source	0.059	0.340	0.983	0.191	0.103
Newspaper Source	1.002	0.302	0.639	0.960	0.229
Magazine Source		0.684	0.675	0.733	
Television Source	0.141	0.155		0.158	0.278



Data Collection

All data was collected from CRA's central field services' facility in Halifax by experienced interviewers under the guidance of field supervisors. In total, 3,702 interviews were completed with eligible respondents. The completion rate for the study was 53%. The completion rate is calculated as the number of completed interviews (3,702), divided by the total number of telephone numbers called (20,842) minus ineligible numbers (2,586) and those who could not be reached during the interview period (10,722) and disqualified respondents (592). The final disposition of all the telephone numbers called is as follows:

COMPLETION RESULTS

INELIGIBLE NUMBERS

Not in Service	1,285
Fax/Cellular	175
Business	387
Incorrect Number/Address	650
Duplicate/Blocked	89

RESPONDENT NOT REACHABLE

No Answer	7,833
Not Available During Interview Period	2,889

INTERVIEW NOT COMPLETED

Language Barrier	91
Refusals	3,149
Disqualified During Screening	592

COMPLETED INTERVIEWS	3,702
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TOTAL NUMBER OF TELEPHONE NUMBERS CALLED	20,842
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2001 CONVERSION SURVEY - FINAL

(234-7115R)

General Instructions:

- o Interviewer must read each set of instructions for each part of this questionnaire.
- o Interviewer must record all responses clearly and verbatim where required.
- o Interviewer must avoid paraphrasing or rewording responses.
- o Record the following information:

Name of respondent:

City:

Phone #:

Postal Code/ZIP:

Publication Code:

Hello, may I speak with _____? If not available: When would be a convenient time to call back?

Hello, my name is _____ and I work with Corporate Research Associates, a public opinion and market research company. You may recall that in the past few months you requested information on a Nova Scotia vacation by calling a Toll-Free number operated by the province of Nova Scotia, by e-mail, by mail, or other means:

IF YES, skip to introduction. IF NO, continue.

IF DON'T RECALL, PROBE: Do you recall requesting information about vacations in Nova Scotia? IF YES, go to INTRODUCTION. IF NO, could anyone in your household have requested such information on your behalf? IF YES, ask to speak to that person and repeat introduction or arrange a call back as necessary. IF NO, thank and terminate. RECORD DETAILS.

INTRODUCTION TO QUALIFIED RESPONDENT

We are conducting a follow-up study with a random sample of people 18 years or older, who responded to a Nova Scotia advertisement. We would like to learn more about vacation decisions. Do you have a few minutes to complete a short survey?

Arrange callback if necessary: _____

PART A

1. Before we begin, do you recall how you first became aware of the Toll-Free number, website, or business reply card for Nova Scotia? **(DO NOT PROVIDE RESPONSES. ONE RESPONSE ONLY.)**

- 01 Newspaper ad
- 02 Magazine ad
- 03 Television ad
- 04 Radio ad
- 05 Friend/Relative
- 06 Travel agent
- 07 AAA/CAA
- 08 Internet
- 09 Direct mailing
- 10 Operator/Directory assistance
- 11 Tourist Bureau
- 12 Phone book
- 99 Other **(Specify: _____)**
- 98 Can't recall/Don't know

2. Can you tell me which of the following statements best describes your vacation plans before you contacted Nova Scotia to inquire about vacation information?

(READ & ROTATE. ONE RESPONSE ONLY.)

- 1 You had already made commitments and/or reservations in Nova Scotia
- 2 You were strongly considering a vacation in Nova Scotia
- 3 You were thinking about Nova Scotia as a possible vacation destination among other options
- 4 You were not considering a vacation in Nova Scotia

VOLUNTEERED

- 8 Don't know/No answer

3. At the time of your request for information about Nova Scotia, what, if any, other destinations were you also considering as alternatives to Nova Scotia?

(PROBE - ANY OTHERS?)

- 01 New Brunswick
- 02 Prince Edward Island
- 03 Newfoundland
- 04 Quebec
- 05 Ontario
- 06 Cape Breton Island
- 07 Other Canadian **(Specify: _____)**
- 08 **Maine**
- 09 New England excl. Maine (NH, VT, MA, RI, CT)
- 10 Mid-Atlantic (NY, NJ, PA)
- 11 Other U.S. **(Specify: _____)**
- 12 United Kingdom/UK
- 13 Europe/Continental Europe
- 14 Caribbean
- 15 Mexico
- 99 Other **(Specify: _____)**
- 96 None
- 98 Don't know/No answer

4. Did you take a vacation of at least three days in length and more than 100 miles (160km) from your home in the past six months?

1	Yes	CONTINUE
2	No	GO TO Q# 9
8	Don't know/No answer	GO TO Q# 9

5. Did you spend any portion of your vacation in Nova Scotia in the past six months?

1	Yes	SKIP TO Q# 7
2	No	CONTINUE

6. What were the principal reasons you chose not to vacation in Nova Scotia this summer?
(DO NOT PROVIDE RESPONSES -- CODE ALL THAT APPLY)

01	Too hard to get there
02	Too far to travel
03	Takes too long/Not enough time
04	Too expensive
05	Not enough information
06	No attractions/Nothing to do
07	Poor weather/Too cold
08	Personal (illness, family problems, etc.)
09	Plan to vacation at a later time
10	Ordered information for someone else
11	Didn't go anywhere this summer
12	Not enough money
13	Other commitments/other plans/Decided to go elsewhere
14	Already been to Nova Scotia/Lived in Nova Scotia
99	Other (Specify: _____)
98	Don't know/No answer

GO TO Q#9

7. In what month did you vacation in Nova Scotia, for your most recent vacation?
(DO NOT READ -- CODE ALL THAT APPLY.)

1	April 2001
2	May 2001
3	June 2001
4	July 2001
5	August 2001
6	September 2001
7	October 2001
8	November 2001
VOLUNTEERED	
98	Don't know/Can't recall

7a. IN TOTAL, how many nights were you away from home, for this most recent vacation that included Nova Scotia?

Record Number _____

8 Don't know/No answer

8. In what, if any, other destinations did you vacation in the past six months?
(DO NOT PROVIDE RESPONSES. MULTIPLE RESPONSES PERMITTED.)

- 01 New Brunswick
- 02 Prince Edward Island
- 03 Newfoundland
- 04 Quebec
- 05 Ontario
- 06 Cape Breton Island
- 07 Maine
- 08 New England excl. Maine (NH, VT, MA, RI, CT)
- 09 Mid-Atlantic (NY, NJ, PA)
- 10 Other Canadian (Specify: _____)
- 11 Other U.S. (Specify: _____)
- 99 Other (Specify: _____)
- 96 None
- 98 Don't know/No answer

GO TO Q#.10

9. Where did you go for your most recent vacation?
(DO NOT PROVIDE RESPONSES. MULTIPLE RESPONSES PERMITTED.)

- 01 New Brunswick
- 02 Prince Edward Island
- 03 Newfoundland
- 04 Quebec
- 05 Ontario
- 06 Cape Breton Island
- 07 Maine
- 08 New England excl. Maine (NH, VT, RI, CT)
- 09 Mid-Atlantic (NY, NJ, PA)
- 10 Other Canadian (Specify: _____)
- 11 Other U.S. (Specify: _____)
- 12 United Kingdom
- 13 Europe/Continental Europe
- 99 Other (Specify: _____)
- 98 Don't know/No answer

SKIP TO Q#.46

[PRIVATE]

NOTE: PHRASES IN *ITALICS* ONLY TO BE ASKED OF VACATIONERS TO NOVA SCOTIA.

10. Excluding this most recent vacation to Nova Scotia, when, if ever, did you last vacation in Nova Scotia?
(DO NOT PROVIDE RESPONSES)

- 1 At least six months, but less than 12 months ago
- 2 At least 1 year ago, but less than 2 years ago
- 3 At least 2 years ago, but less than 5 years ago

- 4 5 years or longer
- 6 Never
- 8 Don't know/No answer

IF NO VACATION TAKEN IN PAST SIX MONTHS AND NEVER VACATIONED IN NOVA SCOTIA GO TO SKIP BEFORE Q# 12

11. What, specifically, attracted you to Nova Scotia (answer from Q# 9) for your most recent vacation?
(Do Not Provide Responses. PROBE FOR SPECIFICS.)

- 01 Visit friends and/or family
- 02 The scenery/beautiful scenery
- 03 Beaches/Ocean/the Coast
- 04 Have visited before/Liked the Area/Lived there before
- 05 Good location
- 06 Have never been there before
- 07 To attend a festival/event
- 08 Was recommended to me/read about it
- 09 Good attractions
- 10 The Cabot Trail/Cape Breton Island
- 11 Economical/inexpensive
- 12 People/friendly/hospitality
- 13 Nothing in particular
- 14 Don't know/no answer
- 15 Other (specify)

[PRIVATE]

IF NO VACATION TAKEN IN PAST SIX MONTHS FROM Q# 4 GO TO Q# 46.

12. Overall, how would you rate Nova Scotia (answer from Q# 9) as a vacation destination? Would you say it is:

- 1 Outstanding
- 2 Very Good
- 3 Good
- 4 Only fair
- 5 Poor
- 6 Very poor

VOLUNTEERED

- 8 Don't know/No answer

13. What did you like the most about your recent vacation in Nova Scotia (answer from Q# 9)? (Do Not Provide Responses. PROBE FOR SPECIFICS.)

- 01 Scenery/beauty/sightseeing
- 02 The people/the friendliness of the people
- 03 Beaches/the ocean/the coast
- 04 Attractions/museums/historic sites
- 05 Food/good food/restaurants
- 06 Weather/beautiful weather
- 07 Seeing friends/relatives
- 08 Quality accommodations/campgrounds
- 09 Peaceful/relaxing/getting away from home

- 10 Festivals/events
- 11 Nothing in particular
- 12 Don't know/no answer
- 13 Other (Specify)

14. What did you like the least about your recent vacation in Nova Scotia (answer from Q# 9)?

- 01 Unpredictable weather/weather
- 02 Travel time/driving time
- 03 Vacation was too short
- 04 Crowded/too busy/too commercial]
- 05 High prices in general
- 06 Road conditions
- 07 Price of gas
- 08 Poor/inferior Accommodations
- 09 Food/Choice of restaurants limited
- 10 Exchange rate/American dollar
- 11 Nothing
- 12 Don't know/no answer
- 13 Other (specify)

14a. Can you tell me if there were any specific attractions, activities or amenities, in particular, that you thought were missing or would like to have had available while on your recent vacation in Nova Scotia?

Record verbatim:

- 6 Nothing
- 8 Don't know/no answer

I would now like to ask you about the activities which you participated in during your most recent vacation.

15. What specific types of activities were important to your decision to vacation in Nova Scotia (answer to Q# 9)?
(DO NOT PROVIDE RESPONSES. CODE AS FIRST AND OTHER MENTIONS. PROBE - ANY OTHERS?)

- 01 Live music events
- 02 Live theatre events
- 03 Live sporting events
- 04 Recreational walking
- 05 Bird watching
- 06 Whale watching
- 07 Hunting for fossils
- 08 Hiking
- 09 Bicycling
- 10 Kayaking or canoeing
- 11 Golfing
- 12 Sightseeing
- 13 Shopping
- 14 Going to a casino/Gambling
- 15 Urban nightlife (clubs, bars, dancing)
- 16 Visiting historic sites
- 17 Visiting museums
- 18 Attending educational seminars/courses
- 19 Attending festivals and events
- 20 Vacation getaways

- 21 Local arts and crafts
- 22 Dining/Maritime dining/food
- 99 Other (**Specify:** _____)
- 98 Don't know/No answer

FOR ACTIVITIES THAT WERE NOT MENTIONED IN Q#15, ASK RESPONDENT IF THEY WERE IMPORTANT IN Q#16.

I would now like to ask you about some specific activities and whether they were important to your vacation decision.

16. Was/Were (**read and rotate those activities not mentioned in Q# 15**) important to your decision to vacation in Nova Scotia (**answer from Q# 9**)?

- 01 Live music events
- 02 Live theatre events
- 03 Live sporting events
- 04 Recreational walking
- 05 Bird watching
- 06 Whale watching
- 07 Hunting for fossils
- 08 Hiking
- 09 Bicycling
- 10 Kayaking or canoeing
- 11 Golfing
- 12 Sightseeing
- 13 Shopping
- 14 Going to a casino
- 15 Urban nightlife (i.e. bars, dance clubs, pubs, bars)
- 16 Visiting historic sites
- 17 Visiting museums
- 18 Attending educational seminars/courses
- 19 Attending festivals and events
- 20 Going on vacation getaways
- 21 Seeing local arts and crafts
- 22 Dining or sampling Maritime foods
- 98 Don't know/No answer

17. And, during your most recent vacation in Nova Scotia (**answer from Q# 9**), did you:
(READ AND ROTATE.)

- 1 Attend a live music event
- 2 Attend a live theatre event
- 3 Attend a live sporting event
- 4 Go recreational walking
- 5 Go bird watching
- 6 Go whale watching
- 7 Hunt for fossils
- 8 Go hiking
- 9 Go bicycling
- 10 Go kayaking or canoeing
- 11 Go golfing
- 12 Go sightseeing
- 13 Go shopping
- 14 Go to a casino

- 15 Go to a dance club or bar
- 16 Visit a historic site
- 17 Visit a museum
- 18 Attend an educational seminar/course
- 19 Attend any festivals and events
- 20 Go on vacation getaways
- 21 See local arts and crafts
- 22 Dine or eat foods unique to the Maritimes (answer from Q#9)
- 98 Don't know/No answer

18. Would you say that **(read and rotate activities that respondent participated in Q# 17)** in Nova Scotia **(answer from Q# 9)** exceeded your expectations, met your expectations, or did not meet your expectations that you had before coming to Nova Scotia for this vacation?

Attending a live music event
 Attending a live theatre event
 Attending a live sporting event
 Recreational walking
 Bird Watching
 Whale Watching
 Hunting for fossils
 Hiking
 Bicycling
 Kayaking or canoeing
 Golfing
 Sightseeing
 Shopping
 Going to a casino
 Going to a dance club or bar
 Visiting historic sites
 Visiting museums
 Attending an educational seminar/course
 Attending festivals and events
 Going on vacation getaways
 Seeing local arts and crafts
 Dining or sampling Maritime foods

- 1 Exceeded expectations
- 2 Met expectations
- 3 Did not meet expectations
- 4 Nothing to compare with (Vol.)
- 8 Don't know/No answer (Vol.)

19. How many individuals, including yourself and children, were in your party on this vacation in Nova Scotia **(answer to Q# 9)?**

Number of individuals in party: _____

- 98 Don't know/No answer

20. Which one of the following best describes the composition of your party on this vacation? Did you vacation:

- 01 Alone (Only if ONE in party)
- 02 As a couple
- 03 As a family with children
- 04 As two or more families with children
- 05 As two or more couples
- 06 With friend(s)
- 07 With an organized group/tour
- 99 Other (Specify: _____)

ASK Q# 22-Q# 27b FOR ALL SURVEYS CONDUCTED IN FRENCH, OTHERWISE GO TO Q# 28.

22. Did the availability of service in French during your vacation in Nova Scotia (answer from Q# 9) exceed your expectations, meet your expectations, or did not meet your expectations?

- 1 Exceeded expectations
- 2 Met expectations
- 3 Did not meet expectations

VOLUNTEERED

- 7 Nothing to compare to
- 8 Don't know/No answer

24. When choosing a vacation destination, is it (read responses) that the destination can offer you the majority of service in French?

- 1 Critically important
- 2 Important, but not critical
- 3 Not very important
- 4 Not at all important

VOLUNTEERED

- 5 Depends
- 8 Don't know/No answer

IF SOURCE ID = TVID (CELL ID = 58) Ask Q#25, 25a, 26

25. Do you recall receiving a video in the mail promoting Nova Scotia?

- 1 Yes Continue
- 2 No Go to Q#27
- 9 Don't know/no answer Go to Q#27

25a. Did you, or did anyone in your household watch the video promoting Nova Scotia?

- 1 Yes Continue
- 2 No Go to Q#27
- 9 Don't know/no answer Go to Q#27

26. To what extent, if at all, did the video influence your decision to visit Nova Scotia? Did the video have a:

- 1 Significantly positive effect on your decision to visit Nova Scotia
- 2 Somewhat positive effect
- 3 No effect one way or another to visit Nova Scotia
- 4 Somewhat negative effect
- 5 Significantly negative effect on your decision to visit Nova Scotia
- 6 Don't know/no answer (Vol.)

26a. Thinking to your future vacation plans, does watching the video (responses) the chances that you will take a vacation in Nova Scotia in the future?

- 1 Increase
- 2 Have no influence on, or
- 3 Decrease
- 8 Don't know/no answer (Vol.)

27. **(Ask only if vacationed in Nova Scotia in June, Jul, Aug, Sept., Oct., or Nov in Q# 7)** During your vacation to Nova Scotia, did you notice any programs specifically designed to provide services to French-speaking visitors?

- 1 Yes CONTINUE
- 2 No GO TO Q#27b.

27a. Can you recall the name of this program?

- 01 Ici, on Parle Francais (GO TO Q#28)
- 99 Other (**Specify:** _____)

27b. **Ici, on Parle Francais** is a program designed to meet the needs of French visitors by highlighting to visitors those tourism operators and attractions which provide services in French. Were you aware of this program during this visit to Nova Scotia?

- 1 Yes
- 2 No

Now, moving to another topic. . .

28. Which of the following means of transportation did you use to travel to Nova Scotia (**answer from Q# 9**)?
(PROVIDE RESPONSES -- CODE ALL THAT APPLY)

- 01 Passenger vehicle
- 02 Recreational vehicle
- 03 Bus/Motor coach
- 04 Ship/Ferry (**Specify ferry route:** _____)
- 05 Train
- 06 Commercial airline/Private plane
- VOLUNTEERED**
- 99 Other (**Specify:** _____)
- 98 Don't know/No answer

29. Did you purchase any travel packages that included transportation and/or accommodations on your most recent vacation in Nova Scotia (**answer to Q# 9**)?

- 1 Yes
- 2 No
- 8 Don't know/No answer

30. Did you contact a travel agent to assist you with planning your most recent vacation in Nova Scotia (answer to Q# 9)?

- | | | |
|---|----------------------|---------------|
| 1 | Yes | CONTINUE |
| 2 | No | SKIP TO Q# 33 |
| 8 | Don't know/No answer | SKIP TO Q# 33 |

31. Did you contact a travel agent for any of the following reasons?

(READ AND CIRCLE THOSE THAT APPLY.)

- 1 For information about your vacation
- 2 For assistance with planning your vacation
- 3 To book your vacation
- 4 To purchase a travel package or tour
- 5 To help you decide where you should go for your vacation

VOLUNTEERED

- 7 Did not contact travel agent for any of those reasons
- 8 Don't know/No answer

32. Did your travel agent play a (read responses) role in terms of helping you choose a vacation destination?

- 1 Critically important
- 2 Important, but not critical
- 3 Not very important
- 4 Not at all important

VOLUNTEERED

- 8 Don't know/No answer

Now, some questions about your vacation.

33. How many nights, in total, did you spend during your most recent vacation in Nova Scotia (answer from Q#.9)?

Record number of nights: _____

- 8 Don't know/No answer

34. And how many of these nights did you stay:

(TOTAL MUST BE THE SAME AS IN Q# 33 -- READ & ROTATE)

- 01 With friends/relatives
- 02 In a hotel/motel
- 03 In campgrounds/trailer parks
- 04 In Bed & Breakfasts
- 05 In country inns
- 99 Other (Specify: _____)
- 98 Don't know/No answer

FOR THOSE WHO DID NOT VACATION IN NOVA SCOTIA, GO TO Q# 43.

- 34a. Were there any specific areas or attractions that you planned to visit in Nova Scotia, prior to coming to Nova Scotia? (Do not provide response. More than one response permitted. Anywhere else?)

01 Halifax area
02 Peggy's Cove
03 Cape Breton Island
04 Sydney area
05 Annapolis Valley
06 South Shore
07 Bay of Fundy area
08 Cabot Trail
09 No/None/No particular areas
10 Don't know/no answer
99 Other (Specify: _____)

35. During your vacation in Nova Scotia, what particular regions or attractions did you visit ?
DO NOT PROVIDE RESPONSES – CODE ALL THAT APPLY

01 Halifax area
02 Peggy's Cove
03 Cape Breton Island
04 Sydney area
05 Annapolis Valley
06 South Shore
07 Bay of Fundy area
08 Cabot Trail
98 No/None/No particular areas
97 Don't know/no answer
99 Other (Specify: _____)

37. How many nights, if any, did you spend on Cape Breton Island?

Record number: _____
8 Don't know/No answer

42. In total, how much did you and those in your immediate party spend per day in Canadian dollars, including credit card purchases, on each of the following during your vacation this summer in Nova Scotia?

01 Food/Beverages
02 Lodging/Accommodations
03 Entertainment/Attractions
04 Merchandise/Gifts/Souvenirs
05 Transportation while in Nova Scotia
99 Other expenditures (i.e. personal effects) (Specify: _____)

TOTAL ALL ESTIMATES NOW

Based on these estimates, would you say you and those in your immediate party spent \$ _____ in total per day while on your vacation in Nova Scotia? **IF AMOUNT DIFFERENT FROM ESTIMATES, ASK FOR:**

Total per day (estimate if can't break down): \$ _____ Canadian
Record to nearest whole dollar

43. What, if any, influence did the exchange rate between the Canadian dollar and the U.S. dollar have on your decision to vacation in Nova Scotia (answer from Q# 9)? Would you say the exchange rate was:

- 1 Critically important
- 2 Important, but not critical
- 3 Not very important
- 4 Not at all important

VOLUNTEERED

- 8 Don't know/No answer

On to another topic. . .

46. As a result of contacting Nova Scotia by their Toll-free number, by e-mail, or regular mail, did you obtain any of the following vacation information?

- 1 The 400 page (insert '250 page' for Quebec respondents) Doers & Dreamers Travel Guide
- 2 Map of Nova Scotia
- 3 The Cape Breton Island Adventure Guide and Touring Planner (only asked for ECBC Co-op sample cells)
- 8 Don't know/No answer

IF NO TO BOTH OF THE ABOVE, GO TO Q# 49.

47. How useful was this information to you in planning your vacation in Nova Scotia? Beginning with:
(**READ & ROTATE**), would you say this information was:

Doers & Dreamers Travel Guide

Map of Nova Scotia

The Cape Breton Island Adventure Guide and Touring Planner (only asked for ECBC Co-op sample cells)

- 1 Very useful
- 2 Somewhat useful
- 3 Not very useful
- 4 Not at all useful
- 8 Don't know/No answer

48. What, if any, other specific information would you have liked to receive on the province of Nova Scotia?

- 1 More information on accommodations
- 2 More detailed map/map of area
- 3 More campground information
- 4 Information on attractions/historic sites
- 5 Information on local festivals and events
- 6 Outdoor activities/Recreation
- 7 Information on Bed and Breakfasts
- 8 Restaurants/Food
- 97 Nothing
- 98 Don't know/No answer

49. Did you use an on-line service, like the Internet, in order to obtain travel or tourism information when planning your most recent vacation in Nova Scotia (answer from Q# 9)?

1 Yes

2 No

VOLUNTEERED

8 Don't know/No answer

49a. Did you visit NovaScotia.com or explorens.com, Nova Scotia's official tourism websites?

1 Yes CONTINUE

2 No SKIPTO Q49c

VOLUNTEERED

8 Don't know/No answer SKIPTO Q49c

49b. How did the Nova Scotia Website compare to other tourism websites you have visited? Was the Nova Scotia tourism website [READ RESPONSES] than other tourism websites you have seen?

1 Better

2 No different, or

3 Worse

VOLUNTEERED

7 Nothing to compare it to

8 Don't know/No answer

49c. As a result of the September 11th attacks on the United States, what effect if any, has that incident had on your own Fall vacation plans? Have you:

1 Eliminated your vacation plans

2 Reduced your vacation plans

3 Made no changes to your Fall vacation plans, or

4 Did you have no Fall vacation previously planned

VOLUNTEERED

8 Don't know/No answer

PART B

Finally, a few questions about you and your household to help us analyze the survey results.

50. Gender (by observation):

1 Male

2 Female

51. In which of the following categories does your age fall? Are you:

1 18 - 24

2 25 - 34

3 35 - 44

4 45 - 54

5 55 - 64

6 65+

VOLUNTEERED

97 Refused

52. Which of the following best describes your present employment status? Are you:

- 1 Employed full-time, that is, at least 30 hours per week
- 2 Employed part-time, that is, less than 30 hours per week
- 3 Not employed, but actively looking for full-time work
- 4 Not employed, but actively looking for part-time work
- 5 Retired
- 6 Student
- 7 Not actively looking for work
- VOLUNTEERED**
- 8 Refused

53. What is the highest level of education you have completed?
(DO NOT PROVIDE RESPONSES.)

- 1 Less than high school
- 2 Graduated high school
- 3 Graduated community/technical college
- 4 Some university
- 5 Graduated university (undergraduate)
- 6 Graduate professional school/Degree
- 97 Refused

54. Which of the following broad income categories best describes your total household income before taxes last year?
Was it:

- 1 Less than \$25,000
- 2 Between \$25,000 and \$49,999
- 3 Between \$50,000 and \$74,999
- 4 Between \$75,000 and \$99,999
- 5 \$100,000 or more
- VOLUNTEERED**
- 97 Refused
- 98 Don't know/No opinion

55. And finally, how many vacations or pleasure trips of at least three days in length and more than 100 miles (160km) from your home did you take in the past 12 months?

Record number of trips: _____
98 Don't know/No answer

THANK YOU FOR YOUR COOPERATION AND ASSISTANCE.

Interviewer's Instruction: (Confirm information on the first page) Since a portion of these interviews will be verified later by one of our supervisors, may I record the following information about yourself (name, province/state, phone #).

Interviewer's Certification: I hereby certify that this survey was completed in the manner in which it was intended and understand that a portion of the interviews will be verified by a supervisor.

Name: _____ Date: _____

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

2001 Tourism Conversion Study

Tables by Market

TABLE 1:

Before we begin, do you recall how you first became aware of the Toll-Free number, website, or business reply card for Nova Scotia?

	Wgt Overall	REGION							VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
	27	7	25	20	23	35	41	18	32	24	30	18	20	27	31	25	27	27	27	27	27	27	26	28	
Magazine ad	17	6	21	28	15	14	7	15	16	19	15	7	16	18	19	13	18	16	20	17	16	18	16	19	
Newspaper ad	15	44	16	20	23	6	4	17	12	14	15	30	20	18	10	23	16	14	12	18	16	18	17	10	
Television ad	9	8	9	8	9	9	8	14	7	10	7	16	13	11	5	2	6	10	14	6	9	11	11	6	
Internet	4	5	4	6	6	4	1	4	4	4	4	5	4	5	4	8	8	5	3	6	5	3	5	4	
Direct mailing	3	0	4	3	0	3	6	3	3	2	4	3	4	3	3	2	4	3	3	3	3	3	3	3	
AAACAA	3	6	3	2	0	2	1	4	2	1	3	5	3	2	2	3	3	2	2	3	2	3	2	2	
Friend/Relative	2	4	2	1	2	2	1	3	1	2	2	1	3	2	2	1	2	2	2	2	2	2	2	2	
Tourist bureau	1	3	1	1	0	1	0	3	1	1	2	1	2	1	1	0	1	2	2	1	1	2	1	1	
Over and Dreamers Guide/Tourism book	1	0	0	1	1	1	0	1	1	1	0	0	0	0	1	2	0	1	0	1	0	0	0	1	
Brochure	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	
Travel agent	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
On the ferry	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Phonebook	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Operator/Directory assistance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Radio ad	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Other	1	2	1	1	2	0	6	2	1	1	1	2	1	1	1	2	2	1	2	2	1	1	1	1	
Don't know/Can't recall	16	14	12	9	18	21	26	15	19	19	14	12	13	12	20	17	14	17	14	14	17	17	13	21	
WEIGHTED SAMPLE SIZE (#)	3702	316	926	649	213	1348	251	970	1685	1646	2094	399	549	838	1531	231	551	863	864	1096	1092	1418	1885	1564	
UNWEIGHTED SAMPLE SIZE (#)	3702	513	878	545	265	1374	127	1108	1437	1577	2125	367	618	855	1828	230	915	850	845	1129	1079	1408	1933	1434	

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

2001 Tourism Conversion Study

Tables by Market

TABLE 2:

Can you tell me which of the following statements best describes your vacation plans before you contacted Nova Scotia to inquire about vacation information?

	Wgt Overall	REGION				VISITED NS		GENDER		AGE				INCOME			EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	YES	NO	MALE	FEMALE	18-24	35-44	45-54	55+	LT 128K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S. P.S.	SOME P.S.	GRAD P.S.	NOT EMP.	EMPL	
You had already made commitments and/or reservations in Nova Scotia You were strongly considering a vacation in Nova Scotia You were thinking about Nova Scotia as a possible vacation destination among other options	6	9	10	4	4	4	6	17	2	6	6	7	5	6	5	5	7	6	5	6	7	6	8
	37	44	40	31	39	37	35	52	31	35	38	31	38	30	39	31	38	39	39	37	37	30	40
	48	35	43	46	50	50	49	25	56	47	46	47	46	51	45	46	45	48	40	47	46	40	44
	7	8	5	9	8	6	10	3	7	7	7	13	6	4	7	14	7	4	6	5	8	7	8
You were not considering a vacation in Nova Scotia Don't know/No Response	4	4	2	10	1	2	1	3	3	4	3	1	3	4	4	4	5	3	3	5	3	3	4
	3702	316	928	650	213	1348	251	970	1585	1608	2094	309	539	838	1931	231	891	853	854	1096	1092	1418	1865
WEIGHTED SAMPLE SIZE (#)																							
UNWEIGHTED SAMPLE SIZE (#)																							

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

2001 Tourism Conversion Study

Tables by Market

TABLE 3:

At the time of your request for information about Nova Scotia, what, if any, other destinations were you also considering as alternatives to Nova Scotia?

	Wtl Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	L.T \$25K \$40K	\$25K- \$40K	\$50K- \$74K	\$75K+	< N.S. P.S.	SOME P.S.	DEAD P.S.	EMPLOY EMPL	NOT EMPL
None	30	31	30	19	38	34	25	38	22	27	32	30	26	25	33	36	31	29	25	32	31	27	27	33
New Brunswick	21	25	29	42	16	8	14	27	19	22	21	23	25	21	20	25	22	21	19	25	19	20	21	22
Prince Edward Island	20	32	32	24	15	9	15	28	16	20	20	22	27	20	18	15	20	20	19	22	17	21	21	19
Quebec	8	6	6	17	8	7	7	7	10	10	8	10	9	10	8	8	8	10	9	8	7	10	9	9
Maine	8	3	2	2	4	15	9	6	9	9	7	8	9	7	8	7	7	8	9	5	8	9	8	7
Newfoundland	7	7	13	8	3	4	2	9	6	8	6	5	7	7	7	5	6	7	8	5	6	8	7	7
Other U.S.	7	1	3	3	8	12	12	3	10	8	8	7	6	7	7	5	7	8	8	6	6	8	7	7
New England excl Maine (NH, VT, MA, RI, CT)	6	3	4	1	8	9	17	4	9	6	6	5	7	6	7	2	7	6	8	5	7	8	7	6
Ontario	5	11	5	5	1	3	7	5	6	6	4	6	6	5	4	7	5	5	5	5	5	4	5	4
Other Canadian	3	1	3	5	1	2	6	1	4	3	3	3	2	2	4	5	3	3	2	3	3	3	3	3
Florida	3	0	3	1	5	4	7	2	4	3	3	3	4	3	3	1	3	4	4	3	3	3	3	3
British Columbia	3	1	6	3	1	1	2	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3
Europe/Continental Europe	2	1	3	2	2	2	7	0	4	3	2	2	2	3	3	1	2	2	5	1	2	4	3	2
Alaska	2	0	1	0	1	4	2	1	4	3	2	1	2	2	2	0	1	3	3	1	2	3	2	2
Mid-Atlantic (NY, NJ, PA)	2	0	2	0	3	3	4	2	2	3	1	1	1	3	2	0	1	3	4	1	2	2	2	2
Cape Breton Island	2	1	3	2	5	1	0	2	1	2	1	0	1	2	2	1	1	2	1	3	1	1	2	2
Alberta	1	1	3	1	0	0	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Caribbean	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1
Las Vegas	1	0	0	0	1	2	1	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1
Arizona	1	0	0	0	0	1	1	0	1	0	1	0	0	1	1	1	0	1	1	1	1	1	1	1
Mexico	1	0	1	0	0	1	0	0	1	1	0	0	0	1	0	1	0	0	1	0	1	0	0	0
United Kingdom/UK	1	0	0	0	0	1	0	0	1	1	0	0	0	1	0	0	0	0	1	0	1	0	0	0
Caribbean	0	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0
Europe	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cuba	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	2	4	3	6	7	7	2	8	4	6	4	6	6	4	4	4	5	7	3	6	6	6	4
Don't know/no answer	2	1	1	3	2	3	2	1	3	2	2	2	2	2	2	3	2	2	2	2	3	2	2	2
WEIGHTED SAMPLE SIZE (#)	3702	316	825	660	213	1348	281	970	1685	1608	2094	309	689	838	1931	231	891	863	854	1096	1092	1418	1885	1904
UNWEIGHTED SAMPLE SIZE (#)	3702	513	878	545	265	1374	127	1108	1437	1577	2125	387	618	855	1828	220	915	850	845	1129	1079	1408	1933	1434

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2001 Tourism Conversion Study

Tables by Market

TABLE 4:

Did you take a vacation of at least three days in length and more than 100 miles (160km) from your home in the past six months?

	Wgt Overall	REGION			VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-64	65+	LT \$25K	\$26K-\$40K	\$41K-\$70K	\$71K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	60	68	64	64	71	77	77	100	100	70	69	60	73	69	69	47	67	71	80	61	60	76	71	68
No	31	31	36	36	28	23	0	0	0	30	31	40	27	31	31	52	33	29	20	38	31	24	29	31
Don't know/Can't recall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	3702	316	825	650	213	1348	251	970	1686	1688	2094	300	599	838	1931	231	891	853	854	1096	1082	1416	1865	1904
UNWEIGHTED SAMPLE SIZE (#)	3702	513	878	545	285	1374	127	1108	1437	1577	2125	367	618	855	1828	230	915	850	845	1129	1079	1408	1933	1434

TABLE 5:

Did you spend any portion of your vacation in Nova Scotia in the past six months?

	Wgt Overall	REGION							VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-64	65+	LT \$25K \$40K	\$26K- \$40K	\$41K- \$74K	\$75K+ \$74K	<H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	38	77	47	33	40	27	28	100	0	38	39	40	44	38	35	34	36	39	40	42	35	39	39	37	
No	62	23	53	67	60	73	72	0	100	64	61	60	56	62	65	68	64	61	60	58	65	62	61	63	
WEIGHTED SAMPLE SIZE (#)	2555	217	629	416	135	944	184	970	1686	1119	1436	187	427	677	1337	169	896	604	683	672	760	1072	1322	1029	
UNWEIGHTED SAMPLE SIZE (#)	2545	349	605	354	169	970	98	1108	1437	1092	1453	230	446	601	1246	100	609	601	681	696	743	1052	1380	966	

2001 Tourism Conversion Study

Tables by Market

TABLE 6:
What were the principal reasons you chose not to vacation in Nova Scotia this summer?

Wgt Overall		REGION			VISITED N's		GENDER		AGE			INCOME				EDUCATION			EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLND	OTHER	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
32	Other commitments/Other plans/Decided to go elsewhere	46	37	30	29	32	27	32	33	32	25	38	29	33	34	28	28	38	29	32	35	31	35
18	Takes too long/Not enough time	11	16	22	24	17	26	18	17	20	20	18	24	16	16	20	19	18	18	20	19	22	15
15	Person (lineas, family problems, etc.)	19	14	21	12	15	8	15	14	16	11	9	11	19	22	19	14	12	22	12	13	10	23
10	Plan to vacation at a later time	6	11	4	10	11	17	10	10	10	11	9	11	10	5	12	11	9	10	12	9	10	10
6	Too far to travel	1	4	7	3	7	9	6	6	6	10	7	7	5	13	6	6	6	5	7	6	8	3
6	Too expensive	3	5	3	4	7	5	6	5	6	13	8	6	4	7	7	5	4	7	6	5	7	4
4	Already been to Nova Scotia/Lived in Nova Scotia	9	3	1	3	4	10	4	5	3	3	2	2	5	3	3	7	3	3	5	4	3	5
4	Don't go anywhere this summer	7	4	2	4	4	4	4	4	4	4	4	5	3	3	4	3	5	3	5	5	5	3
3	Didn't work out/ Not convenient	0	4	3	2	3	3	3	4	3	2	4	3	3	2	4	4	3	2	2	4	4	3
3	Not enough money	2	3	5	2	2	0	3	2	3	6	4	4	1	3	4	3	1	3	1	3	3	1
2	Terrorist attacks/September 11	0	1	0	4	2	4	2	2	2	1	1	1	2	0	0	2	3	1	3	2	2	2
1	Not enough information	0	1	2	2	2	0	1	1	1	4	1	1	1	0	1	3	1	1	2	1	2	1
1	Poor weather/Too cold	0	1	1	0	1	0	1	1	1	2	1	1	1	0	1	0	0	1	0	1	1	1
1	Too hard to get there	1	1	0	1	1	0	1	0	1	0	1	0	0	0	0	1	0	0	1	0	0	0
0	No attractions/Nothing to do	2	0	0	0	1	0	0	0	1	2	1	0	0	0	0	1	0	0	1	1	1	0
0	Ordered information for someone else	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
4	Other	8	2	7	4	3	4	4	2	4	5	5	3	3	14	4	2	4	3	4	4	4	4
4	Don't know/no answer	4	4	5	3	5	0	4	6	2	3	4	4	3	2	4	3	5	5	4	3	4	5
1585	WEIGHTED SAMPLE SIZE (#)	81	324	277	81	701	141	1688	716	869	111	239	357	867	72	380	387	413	392	488	870	812	845
1437	UNWEIGHTED SAMPLE SIZE (#)	76	300	233	104	653	71	1437	837	800	120	220	338	751	54	353	340	373	344	437	608	763	558

2001 Tourism Conversion Study

Tables by Market

In what month, did you vacation in Nova Scotia, for your most recent vacation?

Wgt Overall	REGION										VISITED NS		GENDER		AGE				INCOME				EDUCATION		EMPLOY	
	ATL CAN	ONT	QUE	MANE	NEW ENGLAND	OTHER	YES	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL					
0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	1	0				
3	2	3	1	2	5	0	3	4	2	2	1	3	4	7	2	4	2	3	2	3	2	4				
7	5	10	4	3	8	7	8	7	12	5	4	9	8	8	10	5	7	9	7	6	9	8				
31	24	32	57	36	26	11	31	29	33	34	50	35	22	22	29	30	33	32	24	36	39	22				
34	39	32	30	35	32	41	34	34	33	37	33	34	32	23	33	29	36	32	34	33	34	32				
19	20	18	5	20	24	30	19	20	19	9	8	19	26	22	21	19	20	22	17	15	25	26				
4	11	3	0	4	3	7	4	3	5	5	3	5	5	15	4	4	4	5	7	2	4	4				
0	1	0	1	0	0	0	0	0	0	0	0	0	0	1	1	1	0	0	1	0	0	1				
1	1	0	1	0	1	4	1	1	1	1	0	1	1	0	1	2	0	1	0	1	0	1				
970	166	295	138	54	262	64	970	463	567	76	118	220	470	37	216	238	270	262	402	510	384	384				
1108	273	305	121	65	317	27	1108	455	655	110	226	263	495	46	256	281	308	306	444	617	408	408				

IN TOTAL, how many nights were you away from home, for this most recent vacation that included Nova Scotia?

	Wgt Overall	REGION						VISITED N5		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MARQ	NEW ENGLND	OTHER ATL	YES	MALE	FEMALE	18-34	35-44	45-54	55+	LT 125K \$49K	125K-150K \$49K	\$50K-74K	<N.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL		
Up to 5	25	68	5	29	51	16	0	25	22	27	43	20	33	20	51	31	25	19	26	31	21	27	22	
6 to 7	13	13	7	16	27	16	10	13	13	13	7	13	13	14	13	14	13	12	15	13	11	13	13	
8 to 10	17	7	16	20	9	24	11	17	18	16	16	20	13	17	16	13	18	19	15	20	15	18	16	
11 to 14	21	4	35	14	6	21	29	21	21	21	27	20	20	21	15	17	21	23	20	18	25	23	18	
15 or more	24	8	36	19	7	22	48	24	26	23	7	27	19	27	5	24	22	26	23	17	29	19	31	
Don't know/no answer	1	0	0	2	0	1	0	1	1	0	0	0	1	1	0	1	1	0	1	1	0	0	1	
WEIGHTED SAMPLE SIZE (#)	970	166	285	138	54	262	54	970	463	557	76	118	229	470	37	215	238	279	280	262	462	516	384	
UNWEIGHTED SAMPLE SIZE (#)	1108	273	305	121	05	317	27	1108	455	653	110	228	283	495	46	256	261	308	332	306	444	617	406	
	31	17	39	29		32	42	31	32	30	25	32	29	32	21	29	31	33	0	28	33	20	33	

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2001 Tourism Conversion Study

Tables by Market

TABLE 8:
In what, if any, other destinations did you vacation in the past six months?

	Wgt Overall	ATL CAN	ONT	QUE	REGION	VISITED NB			GENDER		AGE			INCOME			EDUCATION		EMPLOY				
						YES	MALE	FEMALE	18-24	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL			
None	26	38	27	17	25	26	24	28	26	36	32	26	41	29	28	23	32	26	23	30	21		
New Brunswick	25	23	30	48	20	12	15	25	24	26	28	26	21	18	31	25	22	24	24	26	26		
Prince Edward Island	20	24	25	26	5	14	11	20	20	21	19	16	22	21	24	17	17	23	18	19	22		
Other U.S.	13	1	8	1	15	23	63	13	15	12	3	3	11	19	10	11	13	15	8	10	17		
Quebec	13	10	22	21	13	2	8	13	13	15	13	13	14	8	12	13	14	13	15	13	14		
Ontario	13	20	20	10	0	5	8	13	13	13	15	12	11	14	11	9	13	13	14	13	13		
Maine	11	4	5	4	30	20	15	11	10	11	8	10	12	8	15	8	12	13	6	12	10		
New England excl Maine (NH,VT,MA,RI,CT)	10	4	7	3	26	16	21	10	11	9	4	11	12	10	6	10	8	14	9	11	10		
Mid-Atlantic (NY, NJ, PA)	6	2	5	1	5	12	15	6	7	5	6	3	6	7	0	5	7	8	5	2	9		
Newfoundland	5	8	6	9	0	3	4	5	6	5	4	5	4	6	7	5	4	6	5	5	7		
Florida	4	2	2	0	3	8	8	4	5	4	3	5	0	3	3	7	1	4	6	4	5		
British Columbia	2	1	4	1	2	0	0	2	2	1	2	1	2	1	0	1	2	2	2	1	3		
Other Canadian	2	2	3	2	2	0	0	2	2	1	1	1	2	0	1	2	3	2	2	1	2		
Europe	2	2	3	1	0	1	0	2	2	1	2	1	2	0	0	1	4	1	2	2	1		
Cape Breton Island	1	2	2	2	0	0	0	1	2	1	0	0	2	6	2	1	1	3	0	1	1		
Alberta	1	3	2	0	0	0	1	2	1	0	0	1	1	1	1	1	2	1	1	1	2		
Las Vegas	1	0	0	0	2	1	7	1	1	1	0	0	1	0	0	0	2	1	0	1	1		
Cambrian	1	1	1	0	0	1	0	1	1	0	0	0	1	0	0	1	1	0	1	1	0		
Arizona	1	0	1	0	0	1	0	1	1	0	0	1	0	0	1	0	1	0	1	1	0		
Alaska	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	1		
Cuba	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Other	4	1	5	3	5	5	8	4	5	4	2	3	2	6	0	3	7	2	3	6	3		
Don't know/Can't recall	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0		
WEIGHTED SAMPLE SIZE (n)	970	166	295	138	54	262	54	970	403	567	76	188	220	470	37	215	238	270	280	262	402	510	384
UNWEIGHTED SAMPLE SIZE (n)	1108	273	305	121	65	317	27	1108	455	653	110	226	263	495	46	256	261	308	332	306	444	617	408

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2001 Tourism Conversion Study

Tables by Market

TABLE 9:
Where did you go for your most recent vacation?

	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION		EMPLOY				
	Wgt Overall	ATL	CAN	ONT	QUE	MAINE	NEW ENGLND	OTHER	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT 25K	\$25K- \$40K	\$40K- \$74K	\$74K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL		
Other U.S. Ontario Quebec New England excl Maine (NH,VT,MA,RI,CT) Florida Maine Mid-Atlantic (NY, NJ, PA) New Brunswick Europe Prince Edward Island Europe/Continental Europe Caribbean Other Canadian British Columbia Alberta Las Vegas Newfoundland Alaska United Kingdom/UK Cuba Arizona Cape Breton Island Other None Don't know/Can't Recall	18	3	9	4	16	26	45		20	18	17	12	13	13	21	13	17	18	19	17	21	18	16	20	
	12	8	29	13	3	4			13	11	12	15	13	12	10	13	12	12	12	14	11	11	12	10	
	10	8	6	38	5	2	2	11	10	10	10	15	14	11	8	15	10	10	9	10	11	10	10	10	
	8	4	3	2	13	14	10	9	8	9	9	6	7	9	9	7	9	10	7	7	9	9	8	8	
	8	2	9	5	12	9	6	6	6	6	7	3	7	8	8	5	8	7	7	9	8	6	6	10	
	6	1	0	2	21	11	1	8	7	6	7	7	7	6	0	3	7	6	8	5	6	7	7	6	
	6	2	3	1	3	8	4	5	6	4	3	4	3	4	5	5	5	6	4	5	5	4	5	5	
	4	12	2	9	5	0	2	4	3	4	3	4	6	4	4	3	5	4	4	2	4	2	4	5	3
	3	1	1	3	1	4	3	3	3	3	2	1	1	2	3	1	1	2	4	2	1	4	2	4	2
	2	11	2	4	2	1	0	2	2	2	3	3	3	2	2	2	4	2	3	2	3	1	2	3	1
	2	0	2	2	0	2	2	2	2	2	2	2	1	2	1	2	1	1	4	2	1	3	2	2	1
	2	0	2	0	3	2	2	2	2	2	2	2	3	1	2	0	2	2	2	3	2	2	1	2	1
	2	1	4	3	0	0	2	2	2	2	2	1	3	1	2	1	2	2	1	2	2	2	2	2	1
	1	1	4	0	0	0	2	1	1	1	1	1	2	1	1	1	0	1	1	2	1	2	1	1	1
	1	2	4	0	0	0	0	1	1	1	1	1	2	0	1	1	0	1	1	1	2	0	1	1	1
	1	0	0	0	0	0	2	0	1	1	1	1	1	2	1	0	0	1	1	1	1	0	1	1	1
	1	8	1	0	0	0	0	0	1	0	1	1	3	1	1	0	1	1	1	1	1	0	1	1	0
	1	0	0	1	1	1	1	0	1	1	1	1	0	0	1	1	0	1	1	1	0	1	1	1	1
	1	1	1	1	0	1	1	1	0	1	0	1	1	0	1	1	2	0	1	1	1	0	1	1	1
	1	1	1	2	0	0	0	0	0	1	0	1	0	0	1	0	0	1	1	1	0	1	1	1	1
1	0	0	0	1	1	1	2	0	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	0	
0	6	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0	0	1	0	0	0	0	0	
6	3	8	6	4	7	4	7	6	6	7	5	7	5	7	6	4	6	5	7	5	6	8	6	7	
3	18	4	1	3	2	3	0	3	0	3	3	4	4	3	3	9	3	3	3	4	4	3	3	3	
3	8	3	2	5	2	5	1	2	4	3	3	3	3	5	2	7	3	1	2	4	3	2	3	3	
2732	148	630	511	159	1066	197	1566	1304	1204	1528	233	481	618	1461	184	676	618	564	516	830	1616	1355	1120		
2594	240	573	424	200	1057	100	1437	1122	1122	1472	257	362	592	1333	184	659	589	537	797	773	964	1316	1026		

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2001 Tourism Conversion Study

Tables by Market

TABLE 10:
[Excluding this most recent vacation to Nova Scotia] When, if ever, did you last vacation in Nova Scotia?

	Wgt Overall	REGION					UNITED STATES		GENDER		AGE				INCOME			EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-24	25-44	45-64	65+	L7.25K	\$15K- \$49K	\$50K- \$74K	\$75K+ <N.S.	SOME P.S.	GRAD P.S.	NOT EMP		
At least six months ago, but less than 12 months ago	5	29	4	2	7	2	1	9	2	5	5	6	7	6	4	5	6	4	4	6	5	4	5	4
	11	32	10	6	17	9	11	18	10	12	11	15	10	10	12	13	12	13	10	10	13	11	12	
	At least 1 year ago, but less than 2 years ago																							
	At least 2 years ago, but less than 5 years ago																							
	At least 2 years ago, but less than 5 years ago																							
5 years or longer	21	9	30	20	20	17	14	20	21	22	20	9	18	23	23	19	21	22	21	22	18	23	18	25
Never	50	9	43	57	39	61	62	38	54	48	52	61	55	51	47	49	50	47	54	48	54	49	54	44
Don't know/Can't Recall	1	5	0	1	1	1	1	2	0	1	1	2	1	1	1	2	1	1	1	2	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	3618	304	907	637	204	1326	242	970	1872	1581	2038	302	876	809	1896	217	844	844	848	1065	1067	1308	1826	1469
UNWEIGHTED SAMPLE SIZE (#)	3618	499	801	533	253	1351	122	1108	1427	1550	2068	358	805	831	1780	215	895	841	838	1094	1055	1380	1896	1399

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2001 Tourism Conversion Study

Tables by Market

TABLE 11:

What, specifically, attracted you to Nova Scotia (answer from q#9) for your most recent vacation?

	Wgt Overall	ATL CAN	QAT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	AGE	INCOME	EDUCATION	EMPLOY
Visit friends and/or family	25	24	36	16	13	22	31	20	29	23	27	35	34	26	25
The scenery/beautiful scenery	19	25	18	16	23	18	16	28	10	19	18	21	23	18	17
Have visited before/Lived the Area/Lived there before	17	21	15	12	15	20	17	16	15	17	17	14	14	15	16
Beaches/Ocean/Coast	10	9	11	8	14	10	6	14	7	9	10	13	5	9	11
Good attractions	8	10	5	5	18	6	12	7	9	8	11	9	6	8	10
Have never been there before	8	2	6	14	6	9	11	12	6	8	8	6	11	6	9
Close to home/Proximity/Time factor	6	7	5	9	10	4	6	3	9	6	5	6	4	5	6
People/Friendly/Hospitality	6	6	7	3	11	6	3	9	2	7	5	3	7	6	7
Was recommended to me/Read about it	5	4	6	5	3	8	4	7	4	6	5	3	4	5	6
Wanted to go/Just to see	5	8	6	7	4	5	6	5	5	4	6	6	3	4	7
Good location	5	6	4	7	4	5	6	5	5	4	6	5	3	4	5
The Cabot Trail/Cape Breton Island	4	4	3	5	6	6	0	4	5	4	5	5	4	5	4
Economical/Inexpensive	4	3	5	3	3	5	5	4	5	4	5	5	4	5	4
Outdoor activities (hiking, boating, golf, etc.)	4	5	4	2	5	4	3	3	5	3	4	6	3	4	5
Accommodations/Time share	4	5	4	1	5	4	2	4	4	4	4	5	4	4	4
To attend a festival/Event	3	2	4	1	6	4	3	5	2	4	3	3	5	3	4
Food/Good food	3	1	3	2	4	4	3	1	5	3	3	4	3	3	3
Weather/Climate	3	1	4	2	3	2	6	4	2	3	3	4	3	3	2
Heritage/Way of life	2	2	1	6	3	1	1	2	2	2	2	3	1	2	1
Nothing in particular	2	1	2	1	1	2	2	1	3	2	2	1	2	2	2
Business/Conference	2	3	1	0	5	2	0	1	2	2	2	1	2	2	1
Entertainment/Shopping	2	6	2	1	0	2	4	1	3	2	2	0	2	1	3
Organized tour/Cruise	1	2	2	0	0	2	2	1	2	2	1	3	1	2	2
Wildlife/Farmland/Rosam	1	1	1	0	3	2	0	1	1	1	1	2	1	1	1
Relaxing/Atmosphere	1	1	1	2	1	1	1	1	1	1	1	1	2	1	1
Traveling with someone else	1	1	0	1	1	1	1	1	1	1	1	1	2	1	1
Sp/Dauphin/attended university	1	1	0	1	0	1	0	1	0	1	1	0	1	0	1
Pressing through	1	1	1	1	1	0	0	1	0	0	1	0	1	0	1
Shopping	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
After actions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	8	6	6	10	7	8	7	8	7	8	8	8	8	8	7
Don't know/no answer	1	1	1	2	1	1	2	1	1	1	1	1	1	1	1

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Tables by Market

TABLE 11:

What, specifically, attracted you to Nova Scotia (answer from q8f) for your most recent vacation?

(cont.)

	REGION			VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY							
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEM	15-24	25-44	45-54	55+	LT \$25K	\$25K-49K	50K-69K	70K+	< H.S.	SOME P.S.	GRAD P.S.	NOT EMP	EMP
WEIGHTED SAMPLE SIZE (N)	3622	290	761	487	176	1661	207	970	1872	1320	1762	227	482	877	1894	187	690	714	762	846	886	1223	1827	1216
UNWEIGHTED SAMPLE SIZE (N)	3053	470	749	410	217	1103	104	1108	1427	1304	1749	273	518	714	1508	155	729	719	755	883	890	1216	1816	1182

TABLE 12:

Overall, how would you rate Nova Scotia (answer from q8f) as a vacation destination? Would you say it is:

	Wgt Overall	REGION					VISITED HS			GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	15-24	25-44	45-54	55+	LT \$25K	\$25K-\$49K	\$50K-\$74K	\$75K+ P.S.	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Outstanding	38	44	40	16	47	43	48	51	31	38	40	46	36	38	41	37	32	46	32	37	43	38	38	
Very good	45	45	45	64	39	39	35	42	46	44	45	35	47	46	45	33	44	51	38	46	46	43	44	46
Good	13	10	12	16	11	15	12	6	18	15	12	15	15	14	13	21	17	12	12	17	14	11	14	
Only fair	2	1	2	0	2	3	1	3	2	3	2	3	1	3	2	3	2	3	2	3	2	2	2	2
Poor	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Very poor	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
Don't know/no answer	1	0	1	1	0	1	1	0	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1
WEIGHTED SAMPLE SIZE (N)	2642	217	826	412	136	968	194	970	1872	1116	1432	198	427	873	1328	169	894	693	642	671	749	1048	1329	1636
UNWEIGHTED SAMPLE SIZE (N)	2535	349	602	351	168	967	98	1108	1427	1008	1447	229	446	598	1240	120	608	600	660	684	741	1048	1377	961

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

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Tables by Market

TABLE 13:
What did you like the most about your recent vacation in Nova Scotia (answer from q8)?

	Wgt Overall	REGION							UNITED NB		GENDER		AGE			INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT 12.5K	\$25K-\$49K	\$50K-\$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Scenery/Beauty/Sightseeing	40	45	42	42	36	35	50	51	33	37	41	35	33	41	42	44	35	39	38	41	40	38	39	40
The people/The friendliness of the people	26	31	26	24	27	23	20	40	14	27	29	16	21	27	25	25	19	30	24	28	22	25	24	27
Beaches/The ocean/The coast	15	10	13	18	13	17	15	16	15	12	17	10	16	15	15	13	18	15	15	13	17	15	14	15
Attractions/Museums/Historic sites	14	11	12	12	10	15	16	15	13	14	14	12	14	12	15	13	16	14	15	12	15	14	13	16
Food/Good food/Restaurants	12	6	13	10	9	13	16	13	11	13	11	5	10	9	14	6	11	14	12	10	12	9	15	
Weather/Beautiful weather	11	11	13	10	5	11	13	6	13	10	13	6	12	10	11	9	11	10	13	10	12	11	13	10
Peaceful/Relaxing/Getting away from home	11	10	10	7	13	12	12	8	12	11	10	8	12	12	10	12	10	11	10	13	10	12	9	10
Seeing friends/family	9	7	9	5	6	10	17	3	13	8	10	8	7	7	11	4	12	9	8	9	10	8	9	10
Quality accommodations/campgrounds	6	14	6	5	12	7	7	10	7	6	10	11	6	6	6	6	10	7	7	8	7	8	8	8
Outdoor activities (fishing, boating, golf, etc.)	6	8	8	3	8	6	2	4	7	7	6	6	7	6	5	4	6	6	6	6	6	6	6	6
Cabot Trail/Cape Breton	4	3	6	6	5	2	3	11	0	4	5	4	6	4	4	3	5	4	4	4	4	5	4	4
Economical	4	2	4	1	5	5	4	3	4	5	3	2	3	3	3	2	3	2	4	2	3	3	3	3
Wildlife	3	2	5	5	1	2	2	6	0	2	3	4	3	3	3	2	3	2	4	2	2	4	3	3
Culture/Atmosphere	3	2	3	2	1	4	2	2	3	4	2	3	4	2	3	2	1	3	2	3	2	3	2	3
Festivals/Events	3	2	3	3	3	5	2	3	2	3	3	2	3	2	3	2	2	2	4	2	3	3	3	3
Shopping	3	3	2	0	3	4	4	1	3	3	3	4	2	2	3	1	2	2	4	1	3	3	3	1
Variety of things to do/tune	2	5	3	6	2	3	2	2	3	2	3	8	5	1	1	1	2	2	4	1	3	3	3	2
Specific location	2	1	2	4	0	3	1	3	2	3	2	3	2	2	3	0	2	2	3	1	3	3	3	2
Localities/Accessibility	2	4	3	0	3	2	3	2	3	2	2	0	4	3	2	3	2	3	2	2	2	3	2	3
History	2	0	3	0	2	2	4	2	2	1	2	1	0	2	2	2	2	2	2	2	1	2	1	3
Cross/Ferry	1	0	1	1	1	2	3	2	1	1	2	0	0	1	2	0	2	2	1	1	1	1	1	2
Entertainment/Music	1	1	1	1	0	1	2	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1
New experience/Never been there	1	1	2	0	0	1	1	0	1	1	1	1	2	1	1	2	1	0	1	0	1	2	1	1
Peggy's Cove	1	0	1	2	1	1	1	3	0	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1
Clean/Well maintained	1	0	1	0	1	1	0	1	1	1	1	0	0	2	1	0	1	1	1	2	1	1	1	1
Everything/Liked it	1	1	1	0	0	1	0	1	0	0	1	1	0	1	1	0	0	1	1	1	0	0	1	1
Infrastructure/Roads	0	3	0	20	5	6	4	5	10	7	0	10	8	10	7	13	10	7	6	7	8	8	7	8
Other	2	4	2	1	2	2	1	2	2	2	2	3	1	1	2	4	2	2	1	2	1	2	2	2
Nothing in particular	1	2	1	2	0	1	0	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1
Don't know/no answer	1	2	1	2	0	1	0	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1
WEIGHTED SAMPLE SIZE (N)	2642	217	456	412	136	966	166	679	1672	1110	1432	166	427	675	1308	108	684	623	682	671	749	1068	1320	1620
UNWEIGHTED SAMPLE SIZE (N)	2535	349	602	351	358	967	98	1108	1427	1088	1447	229	445	598	1240	100	608	500	680	694	741	1048	1377	1611

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Tables by Market

TABLE 14:
What did you like the least about your recent vacation in Nova Scotia (answer from q#9)?

Wgt Overall	REGION				UNITED NB		GENDER		AGE					INCOME				EDUCATION			EMPLOY		
	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	ATL	YES	NO	MALE	FEMALE	18-24	25-44	45-54	55+	L.T. \$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL		
11	7	12	14	8	10	10	9	13	11	11	14	13	11	11	11	10	12	11	10	12	11	12	
19	7	8	6	13	13	12	6	11	6	11	12	10	11	10	4	8	0	12	9	11	10	12	
7	5	6	5	6	8	10	7	7	7	7	6	7	9	6	7	7	6	8	7	6	8	5	
4	5	4	7	4	3	3	5	3	4	4	5	4	5	4	2	5	5	5	6	3	4	4	
4	6	4	6	1	3	3	6	2	4	3	3	4	4	4	4	4	4	3	3	4	4	4	
4	2	2	5	5	4	3	5	3	3	3	4	4	4	4	7	3	4	5	4	3	4	3	
4	4	4	3	2	4	4	5	3	4	5	3	4	4	3	4	3	3	5	4	3	4	3	
3	2	3	1	5	4	3	1	4	3	3	2	4	3	3	3	3	3	3	3	3	3	2	
3	2	2	2	5	3	3	1	4	3	2	4	3	4	2	1	2	2	4	2	3	3	4	2
2	2	1	3	3	2	2	2	2	2	2	3	3	3	2	1	0	2	3	1	2	3	2	1
2	2	2	2	0	1	4	3	1	1	3	3	1	2	2	2	2	1	2	2	1	2	2	1
2	0	4	2	0	0	2	0	2	2	1	1	1	1	2	1	1	1	2	1	1	2	1	1
1	1	0	0	5	2	3	3	0	2	1	1	1	1	2	1	0	2	1	1	2	2	1	1
1	1	1	3	1	1	1	0	1	1	1	3	1	0	1	1	1	1	1	1	1	1	1	1
1	2	1	1	1	1	1	1	1	1	1	1	2	1	0	1	2	0	1	1	1	1	1	1
1	0	1	0	1	1	2	0	1	1	1	0	0	1	1	0	1	0	1	1	1	0	1	1
1	1	1	0	0	0	0	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1
1	1	0	0	1	1	2	1	1	1	0	0	1	0	1	0	1	1	1	1	0	1	1	1
1	0	0	0	1	1	0	1	1	1	0	0	1	0	1	0	1	1	1	1	0	1	0	1
1	0	1	2	1	0	0	1	1	1	0	0	1	1	0	2	1	1	1	1	1	1	1	0
1	0	1	1	0	0	1	0	1	1	0	2	0	1	1	1	1	0	1	1	0	1	1	0
1	1	0	0	0	1	0	1	0	1	0	1	0	0	1	0	1	1	0	1	1	0	1	1
0	1	0	1	0	0	0	0	0	0	1	2	1	0	0	1	0	1	0	1	0	1	0	1
0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	6	7	11	7	7	7	8	7	8	7	8	8	9	7	8	10	7	8	8	8	8	7	7
35	44	35	37	33	35	35	20	38	33	34	29	32	31	38	45	33	37	29	38	32	31	39	39
3	3	3	3	3	3	3	4	3	3	3	2	3	2	4	3	3	4	2	2	3	3	2	4
2642	217	626	412	135	958	958	194	970	1672	1110	1432	186	427	872	1328	109	608	608	643	671	749	1048	1820
2535	349	602	351	165	967	967	90	1108	1427	1088	1447	229	446	586	1240	100	608	600	680	694	741	1048	1377

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Tables by Market

TABLE 18A

(PLEASE NOTE) Nova Live Music Events important to your decision to vacation in Nova Scotia (answer from q8)?

	NOVA LIVE MUSIC EVENTS	REGION			VISITED NS			GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		AVL CAN	ONLY	QW	QW	QW	QW	MALE	FEMALE	18-34	35-44	45-54	55+	L7-25K \$49K	\$25K- \$74K	\$75K+	<H.S. P.S.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL	
Response		35	38	35	41	34	27	36	31	30	34	35	34	31	33	29	33	34	32	30	34	31
Non-response		60	52	61	58	66	73	64	69	70	66	65	56	69	67	71	67	66	68	70	66	69
RESPONSES INCLUDED TOTAL (N)		95	90	96	99	100	100	100	100	100	100	91	90	100	100	100	100	100	100	100	100	100
UNRESPONSES INCLUDED TOTAL (N)		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

TABLE 18B

(PLEASE NOTE) Nova Live Music Events important to your decision to vacation in Nova Scotia (answer from q8)?

	Wgt Overall	REGION					VISITED NS			GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		ALL CAN	ONLY	QUR	MIXED	NEW ENGLAND AVE	YES	NO	MAL	FEM	18-34	35-44	45-54	65+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL	
Response		35	38	35	27	20	21	34	20	25	22	24	21	23	24	19	22	32	23	21	23	24	22	26
Non-response		57	55	58	73	80	79	76	80	75	78	76	83	79	77	81	78	77	79	77	76	78	74	74
RESPONSES INCLUDED TOTAL (N)		95	90	96	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNRESPONSES INCLUDED TOTAL (N)		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

TABLE 18C

(PLEASE NOTE) Nova Live Music Events important to your decision to vacation in Nova Scotia (answer from q8)?

	NOVA LIVE MUSIC EVENTS	REGION			VISITED NS			GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		AVL CAN	ONLY	QW	QW	QW	QW	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL
Response		35	38	35	41	34	27	36	31	30	34	35	34	31	33	29	33	34	30	34	34	31
Non-response		60	52	61	58	66	73	64	69	70	66	65	56	69	67	71	67	66	70	66	66	69
RESPONSES INCLUDED TOTAL (N)		95	90	96	99	100	100	100	100	100	100	91	90	100	100	100	100	100	100	100	100	100
UNRESPONSES INCLUDED TOTAL (N)		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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Tables by Market

TABLE 2 - 10A

PERCENTAGE OF RESPONDENTS WHO BELIEVE VISITING WAS MOST IMPORTANT TO YOUR DECISION TO VISIT NOVA SCOTIA (ANSWER FROM Q8)?

	AGE	GENDER	VISITED NO	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT 125K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPLOY	NOT EMPL
Proportion	71	53	32	34	71	68	73	74	76	78	87	65	69	69	70	66	72	73	74	66
Not reported	28	47	68	66	29	32	27	26	24	24	13	35	31	31	30	34	28	27	26	34
Percentage - sample is 100%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Percentage - sample is 100%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

TABLE 2 - 10B

PERCENTAGE OF RESPONDENTS WHO BELIEVE VISITING WAS MOST IMPORTANT TO YOUR DECISION TO VISIT NOVA SCOTIA (ANSWER FROM Q9)?

	AGE	GENDER	VISITED NO	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT 125K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPLOY	NOT EMPL
Proportion	30	21	32	36	21	20	24	13	19	20	23	25	23	27	19	21	22	23	21	24
Not reported	70	79	68	64	79	80	76	87	81	74	77	75	77	73	81	79	78	77	79	76
Percentage - sample is 100%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Percentage - sample is 100%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

TABLE 2 - 10C

PERCENTAGE OF RESPONDENTS WHO BELIEVE VISITING WAS MOST IMPORTANT TO YOUR DECISION TO VISIT NOVA SCOTIA (ANSWER FROM Q10)?

	AGE	GENDER	VISITED NO	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT 125K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPLOY	NOT EMPL
Proportion	45	24	39	33	23	20	26	27	28	30	21	22	24	27	25	28	23	24	29	21
Not reported	55	76	67	67	77	80	74	73	72	70	79	78	78	73	75	72	77	76	71	79
Percentage - sample is 100%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Percentage - sample is 100%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

2001 Tourism Conversion Study

Tables by Market

Table 1: Why

(PLEASE ANSWER) How important to your decision to vacation in Nova Scotia (answer from q89)?

	Why Should Can	REGION			VISITED NB		GENDER		AGE			INCOME			EDUCATION		EMPLOY				
		ATL CAN	ONLY	QUE MAINE ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT 25K \$49K	25K- \$74K	\$75K+ <H.S. P.S.	SOME P.S.	GRAD P.S.	NOT EMPL		
Important	46	8	17	9	6	10	7	7	9	8	12	9	7	10	8	7	8	7	9	10	6
Not important	80	87	85	91	94	95	90	93	93	91	82	88	91	93	90	92	90	93	92	91	94
NECESSARY (should not be)	2042	217	626	612	135	966	194	979	1872	1110	1432	116	427	873	1328	109	894	603	682	871	1065
NECESSARY (should not be)	2100	245	602	351	165	967	98	1108	1427	1098	1447	229	446	599	1240	100	608	600	690	594	741

Table 2: Why

(PLEASE ANSWER) How important to your decision to vacation in Nova Scotia (answer from q89)?

Why Important	ATL CAN	ONLY	REGION			VISITED NB		GENDER		AGE			INCOME			EDUCATION		EMPLOY			
			QUE	MAJOR	NEW EMERG- ING ATL	YES	NO	MALE	FEMALE	18-24	35-44	45-64	LT \$25K	\$25K- \$44K	\$45K- \$74K	\$75K+	< H.S.	SOME P.B.	GRAD P.B.	EMPL	NOT EMPL
Important	46	44	42	31	42	35	43	39	41	51	52	45	33	41	38	45	37	37	45	47	31
Not Important	80	86	54	49	54	65	57	61	61	59	49	48	67	59	62	55	63	63	55	53	69
NECESSARY (should not be)	2042	217	626	612	135	966	979	1872	1110	1432	186	427	873	1328	109	894	603	682	871	749	1048
NECESSARY (should not be)	2100	245	602	351	165	967	98	1108	1427	1098	1447	229	446	588	1240	100	608	600	680	694	741

Table 3: Why

(PLEASE ANSWER) How important to your decision to vacation in Nova Scotia (answer from q89)?

RESP CHANGES	ATL CAN	ONLY	GIVE	MARINE	NEW ENCOURG ATL	VISITED NB		GENDER		AGE		INCOME			EDUCATION		EMPLOY							
						YES	NO	MALE	FEMALE	18-34	45-64	65+	\$25K LT	\$25K- \$48K	\$50K- \$74K	\$75K+ < H.B.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL				
Important	46	45	42	28	14	14	17	15	16	10	24	21	11	16	14	10	12	15	19	21	10			
Not important	80	81	68	72	86	86	83	84	84	81	76	78	89	84	88	81	88	85	81	78	90			
NECESSARY (should not be)	2042	217	626	612	135	966	194	979	1872	1110	1432	166	427	873	1328	169	894	603	882	871	1068	1020		
NECESSARY (should not be)	2100	245	602	351	165	967	98	1108	1427	1098	1447	229	440	598	1240	100	608	600	680	694	741	1048	1377	961

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

2001 Tourism Conversion Study

Tables by Market

Table 8-105

PERCENTAGE OF RESPONDENTS WHO SAID IT WAS IMPORTANT TO YOUR DECISION TO VACATION IN NOVA SCOTIA (ANSWER FROM Q89)?

	Age Group	REGION					VISITED NS		GENDER		AGE				INCOME				EDUCATION		EMPLOY			
		ATL CAN	ONT	QUE	MARIE	NEW ENGLAND	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$44K	\$45K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL		
Important	18	17	16	15	29	14	11	13	15	14	16	26	25	21	8	14	15	14	18	9	16	18	20	8
Not important	85	83	84	85	85	86	86	85	85	84	74	75	79	92	86	85	80	82	91	84	82	80	92	
PERCENTAGE SAMPLED RESPONDENTS	2000	2007	2008	413	118	968	184	970	1672	1110	1432	146	427	873	1338	109	884	603	682	671	749	1048	1330	1030
PERCENTAGE SAMPLED RESPONDENTS	2005	349	602	351	168	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	981

Table 8-106

PERCENTAGE OF RESPONDENTS WHO SAID IT WAS IMPORTANT TO YOUR DECISION TO VACATION IN NOVA SCOTIA (ANSWER FROM Q89)?

Age Group	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION		EMPLOY		
	ATL CAN	ONT	QUE	MARIE	NEW ENGLAND	OTH	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Important	18	17	13	10	11	7	10	12	10	11	10	15	10	10	4	6	11	15	10	10	11	10	11
Not important	86	87	89	89	93	93	90	88	90	89	90	85	80	80	96	94	89	85	90	90	89	90	89
PERCENTAGE SAMPLED RESPONDENTS	2000	207	630	413	118	968	184	970	1672	1110	1432	186	427	873	1338	109	884	603	682	671	749	1048	1330
PERCENTAGE SAMPLED RESPONDENTS	2005	349	602	351	168	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	684	741	1048	1377

Table 8-107

PERCENTAGE OF RESPONDENTS WHO SAID IT WAS IMPORTANT TO YOUR DECISION TO VACATION IN NOVA SCOTIA (ANSWER FROM Q89)?

	AGE GROUP	REGION					VISITED NS		GENDER		AGE				INCOME				EDUCATION		EMPLOY		
		ATL CAN	ONT	QUE	MARIE	NEW ENGLAND	YES	NO	MALE	FEMALE	18-34	35-44	45-64	65+	LT \$25K	\$25K- \$44K	\$45K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Important	18	17	16	15	15	14	13	15	14	10	26	25	21	8	14	15	14	18	9	16	18	20	8
Not important	85	83	84	85	85	86	86	85	84	74	74	75	79	92	86	85	80	82	91	84	82	80	92
PERCENTAGE SAMPLED RESPONDENTS	2000	207	600	413	118	968	184	970	1672	1110	1432	427	873	1338	109	884	603	682	671	749	1048	1330	1030
PERCENTAGE SAMPLED RESPONDENTS	2005	349	602	351	168	967	98	1108	1427	1088	1447	446	598	1240	100	608	600	680	694	741	1048	1377	981

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Table 2 (cont)

(PLEASE ANSWER: How important is your decision to vacation in Nova Scotia (answer from q8b)?)

	REG (thous)	REGION					VISITED NS		GENDER		AGE			INCOME			EDUCATION		EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGAD ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMPL		
Important	41	52	35	38	42	46	47	39	44	41	43	48	40	43	42	40	39	40	48	43	42	43	41
Not important	16	48	61	62	58	54	53	61	56	59	57	52	60	57	58	61	60	52	57	58	57	59	
NECESSARY ANSWER: NOT IN	2642	217	838	412	136	968	194	970	1872	1110	1432	186	427	873	1328	109	594	603	682	671	749	1048	1020
UNREPRESENTATIVE SAMPLE: NOT IN	2535	349	602	351	166	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	981

Table 3 (cont)

(PLEASE ANSWER: How important is your decision to vacation in Nova Scotia (answer from q8b)?)

	Reg (thous)	REGION					VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGAD ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Important	9	14	7	10	12	9	8	9	9	10	8	9	6	9	10	11	8	9	9	13	10	8	11
Not important	91	86	63	90	88	91	94	91	91	90	92	91	94	91	90	89	81	91	91	87	90	94	89
NECESSARY ANSWER: NOT IN	2642	217	838	412	136	968	194	970	1872	1110	1432	186	427	873	1328	109	594	603	682	671	749	1048	1020
UNREPRESENTATIVE SAMPLE: NOT IN	2535	349	602	351	166	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	981

Table 4 (cont)

(PLEASE ANSWER: How important is your decision to vacation in Nova Scotia (answer from q8b)?)

	Reg (thous)	REGION			VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGAD	OTHER ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	
Important	17	19	15	25	16	15	10	14	18	20	14	25	22	19	13	18	16	17	19	18	16	18
Not important	43	41	45	75	84	85	90	86	82	80	86	75	78	81	87	81	84	83	81	82	84	88
NECESSARY ANSWER: NOT IN	2642	217	838	412	136	968	194	970	1872	1110	1432	186	427	873	1328	109	594	603	682	671	749	1048
UNREPRESENTATIVE SAMPLE: NOT IN	2535	349	602	351	166	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048

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TABLE 109

PERSONS ANSWERING: WAS VISITING HISTORIC SITES IMPORTANT TO YOUR DECISION TO VACATION IN NOVA SCOTIA (ANSWER FROM Q89)?

RESP COUNT	REGION					VISITED NS			GENDER		AGE			INCOME				EDUCATION			EMPLOY	
	ATL COUNT	QUE	MAINE	NEW ENGLAND	ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+	<H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL
Important	79	46	77	79	68	79	65	71	70	63	65	73	72	62	68	75	71	72	69	70	71	72
Not important	18	14	20	20	32	21	35	28	30	37	35	27	28	38	32	25	29	28	31	30	29	28
PERSONS ANSWERING: WAS VISITING HISTORIC SITES IMPORTANT TO YOUR DECISION TO VACATION IN NOVA SCOTIA (ANSWER FROM Q89)?																						
UNWEIGHED SAMPLE SIZE (N)	2643	217	419	418	548	978	1872	1110	1432	1166	1229	1446	1240	100	608	600	680	694	741	1048	1320	1630
WEIGHED SAMPLE SIZE (N)	2616	348	622	621	867	96	1156	1427	1088	1447	229	446	598	1240	100	608	600	694	741	1048	1377	961

TABLE 110

PERSONS ANSWERING: WAS VISITING MUSEUMS IMPORTANT TO YOUR DECISION TO VACATION IN NOVA SCOTIA (ANSWER FROM Q89)?

	REG	REGION				VISITED NS		GENDER		AGE				INCOME				EDUCATION		EMPLOY		
		ATL	QUE	MAINE	NEW ENGLAND	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K-\$49K	\$50K-\$74K	\$75K+<	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL	
Important	69	47	91	89	54	51	59	55	52	40	50	54	56	46	52	55	55	51	51	56	51	57
Not important	27	10	48	40	46	41	60	45	48	60	50	46	44	54	48	45	45	49	44	49	43	
PERSONS ANSWERING: WAS VISITING MUSEUMS IMPORTANT TO YOUR DECISION TO VACATION IN NOVA SCOTIA (ANSWER FROM Q89)?	2642	217	419	418	548	978	1872	1110	1432	1166	1229	1446	1240	100	608	600	680	694	741	1048	1320	1020
UNWEIGHED SAMPLE SIZE (N)	2616	348	622	621	867	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	741	1048	1377	961

TABLE 111

PERSONS ANSWERING: WAS ATTENDING EDUCATIONAL SEMINARS/COURSES IMPORTANT TO YOUR DECISION TO VACATION IN NOVA SCOTIA (ANSWER FROM Q89)?

RESPONSE	TOTAL	REGION				VISITED NS		GENDER		AGE				INCOME				EDUCATION				EMPLOY	
		ATL	QUE	MAINE	NEW ENGLAND	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K-\$49K	\$50K-\$74K	\$75K+	<H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL	
Important	9	12	7	5	6	10	7	9	8	7	3	7	0	6	7	8	9	4	9	10	8	9	
Not important	62	30	93	95	94	93	91	81	83	87	83	91	91	94	93	92	91	96	91	90	92	91	
PERSONS ANSWERING: WAS VISITING HISTORIC SITES IMPORTANT TO YOUR DECISION TO VACATION IN NOVA SCOTIA (ANSWER FROM Q89)?	2643	317	626	612	136	184	1872	1110	1432	1166	1229	1446	1240	100	608	600	680	694	741	1048	1320	1630	
UNWEIGHED SAMPLE SIZE (N)	2616	348	622	621	867	1108	1427	1088	1447	1229	1446	1598	1240	100	608	600	680	694	741	1048	1320	1630	

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TABLE 105a

[RESEARCHER'S] When ATTENDING FESTIVALS AND EVENTS important to your decision to vacation in Nova Scotia (answer from q89)?

	Wgt Overall	REGION					VISITED NS		GENDER		AGE			INCOME				EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL
Important	41	54	41	37	46	41	28	43	39	43	40	39	44	42	30	44	42	43	41	38	40	43	42	40
Not important	58	46	58	63	54	58	72	57	61	58	60	61	56	58	81	56	58	57	59	62	60	57	58	60
UNWEIGHTED SAMPLE SIZE (N)	2042	217	626	412	136	958	194	970	1872	1110	1432	146	427	573	1328	109	594	603	682	671	749	1048	1328	1020
WEIGHTED SAMPLE SIZE (N)	2535	349	602	351	108	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	961

TABLE 105b

[RESEARCHER'S] When GOING ON VACATION GETAWAYS important to your decision to vacation in Nova Scotia (answer from q89)?

	Wgt Overall	REGION					VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL	
Important	25	23	25	18	28	27	34	28	24	28	26	25	25	20	26	27	24	27	24	25	29	29	21	26	25
Not important	75	77	75	82	72	73	66	72	76	72	74	75	75	80	74	73	76	73	78	75	71	71	79	74	75
UNWEIGHTED SAMPLE SIZE (N)	2042	217	626	412	135	958	194	970	1872	1110	1432	1447	186	427	573	1328	109	594	603	642	671	749	1048	1320	1020
WEIGHTED SAMPLE SIZE (N)	2535	349	602	351	108	967	98	1108	1427	1088	1447	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	961

TABLE 105c

[RESEARCHER'S] When SEEING LOCAL ARTS AND CRAFTS important to your decision to vacation in Nova Scotia (answer from q89)?

	Wgt Overall	REGION					VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY		
		ATL	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	68	66	61	58	53	60	60	65	57	58	62	52	60	64	60	41	60	62	61	57	62	62	61	60
Not important	32	34	38	42	47	40	40	34	43	42	38	48	40	36	40	59	40	38	39	43	38	38	39	40
UNWEIGHTED SAMPLE SIZE (N)	2042	217	626	412	136	968	194	970	1872	1110	1432	186	427	573	1328	109	594	603	682	671	749	1068	1320	1020
WEIGHTED SAMPLE SIZE (N)	2535	349	602	351	108	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	961

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TABLE 17a

How (during your travel) important to your decision to vacation in Nova Scotia (answer from q#9)?

	Reg Thomson	REGION					VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT 125K	\$25K- \$49K	\$50K- \$74K	\$75K+	<H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL
Important	71	67	70	70	70	73	80	65	72	70	65	70	73	71	61	67	70	77	68	72	73	72	71
Not important	28	33	30	30	30	27	20	35	28	30	35	30	27	29	38	33	30	23	32	28	27	28	29
UNWEIGHED SAMPLE SIZE (n)	2042	217	635	412	135	948	970	1872	1110	1432	166	427	873	1328	109	894	883	882	671	749	1068	1320	1020
WEIGHED SAMPLE SIZE (n)	2035	348	852	551	185	987	1108	1427	1098	1447	229	446	598	1240	100	608	600	680	894	741	1048	1377	981

TABLE 17b

And during your travel did you vacation in Nova Scotia (answer from q#9), did you: ATTEND A LIVE MUSIC EVENT

	Reg (Thomson)	REGION					VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	<H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL
Yes	31	33	32	38	25	29	32	31	30	32	27	34	35	29	24	28	29	37	27	29	35	34	20
No	68	67	68	62	74	71	67	69	69	68	73	66	65	71	76	72	71	63	73	71	64	66	71
UNWEIGHED SAMPLE SIZE (n)	2042	217	635	412	135	948	970	1872	1110	1432	166	427	873	1328	109	894	903	882	671	749	1068	1320	1020
WEIGHED SAMPLE SIZE (n)	2035	348	852	551	185	987	1108	1427	1088	1447	229	446	588	1240	100	608	600	680	894	741	1048	1377	981

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TABLE 17b:

And during your most recent vacation in Nova Scotia (answer from q89), did you: ATTEND A LIVE THEATRE EVENT

	Wgt Quoted Cdn	REGION					VISITED NS		GENDER		AGE			INCOME				EDUCATION		EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K- \$40K	\$25K- \$40K	\$40K- \$74K	\$74K+	< H.S. P.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	21	19	20	28	11	20	17	23	20	22	14	18	21	22	18	18	20	21	19	18	24	20	22
No	19	19	80	73	89	80	83	77	80	76	85	81	79	78	82	81	80	79	81	82	76	80	77
Don't know/no answer	8	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0
PERCENTAGE SAMPLED BASED ON UNWEIGHTED SAMPLE SIZE OF	2043	217	835	412	136	968	970	1872	1110	1432	186	427	873	1328	109	594	603	642	671	749	1048	1320	1020
UNWEIGHTED SAMPLE SIZE OF	2335	349	802	351	168	967	98	1108	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	961

TABLE 18b:

And during your most recent vacation in Nova Scotia (answer from q89), did you: ATTEND A LIVE SPORTING EVENT

Total Quoted Cdn	REGION					VISITED NS		GENDER		AGE			INCOME				EDUCATION			EMPLOY		
	ATL Cdn	ONT Cdn	QUE Cdn	MAINE Cdn	NEW ENGLAND ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$40K	\$25K- \$40K	\$40K- \$74K	\$74K+	< H.S. P.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
8	11	7	9	6	8	5	10	10	6	9	9	9	7	4	8	7	8	7	8	6	9	7
92	89	93	91	94	92	95	90	90	94	91	91	91	93	96	81	92	92	92	92	92	91	93
8	8	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2043	217	835	412	136	968	970	1872	1110	1432	186	427	873	1328	109	594	603	642	671	749	1048	1320	1020
2335	349	802	351	168	967	98	1108	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	961

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TABLE 17a

Based on your most recent vacation in Nova Scotia (answer from q99), did you: GO RECREATIONAL WALKING

Exp Overall	REGION				VISITED HS		GENDER		AGE				INCOME				EDUCATION				EMPLOY		
	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	YES	NO	MALE	FEMALE	18-34	35-46	45-54	55+	LT \$26K	\$25K- \$45K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	79	62	62	77	77	62	78	76	82	80	84	85	78	70	76	79	84	73	80	83	82	76	
No	20	10	10	17	23	24	16	22	24	18	20	10	14	24	30	24	21	16	26	18	17	18	24
Don't know/No answer	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	
RECREATIONAL WALKING (Q100)	100	87	82	415	118	918	970	1872	1110	1432	186	427	873	1328	169	594	603	682	671	749	1046	1330	1820
Grand Total (Q100)	2335	349	602	351	168	957	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	684	741	1048	1377	961

TABLE 17b

Based on your most recent vacation in Nova Scotia (answer from q99), did you: GO BIRD WATCHING

	REG Source	REGION				VISITED NS			GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-64	55+	LT \$25K	\$25K- \$45K	\$45K- \$75K	\$75K+	<N.S.	SOME P.S.	GRAD P.S.	NOT EMPL	
Yes	21	17	19	32	34	18	23	20	22	17	16	24	21	23	22	24	20	19	20	24	21	22	
No	78	82	80	66	76	82	77	70	60	79	82	81	75	78	77	75	76	80	80	70	79	77	
Don't know/No answer	1	1	1	1	0	0	0	1	0	0	1	0	0	0	0	1	1	0	1	1	1	1	
BIRD WATCHING (Q101)	100	87	82	415	118	918	970	1872	1110	1432	186	427	873	1328	169	594	603	682	671	749	1048	1820	
Grand Total (Q101)	2335	349	602	351	168	957	99	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377

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TABLE 17f

Based during your most recent vacation in Nova Scotia (answer from q89), did you: GO WHALE WATCHING

	Wgt Overall	REGION							VISITED NB		GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MARINE	NEW ENGLAND	ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	16	15	18	25	13	12	12	12	27	9	16	16	16	19	21	12	13	15	14	20	17	15	16	18	12
No	84	85	81	75	87	88	88	88	73	91	84	84	84	80	79	87	87	85	86	80	83	85	84	81	87
Don't know/No answer	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	1	0	
UNWEIGHTED SUMMARY TOTAL (N)	2000	217	638	412	118	528	104	104	670	1672	1110	1432	186	427	673	1328	109	594	603	682	671	749	1048	1320	1020
WEIGHTED SUMMARY TOTAL (W)	2535	348	602	351	168	967	98	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	690	694	741	1048	1377	961

TABLE 17g

Based during your most recent vacation in Nova Scotia (answer from q89), did you: HUNT FOR FOSSILS

	Wgt Overall	REGION							VISITED NB		GENDER		AGE			INCOME			EDUCATION		EMPLOY				
		ATL CAN	ONT	QUE	MARINE	NEW ENGL	ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	8	8	8	12	8	5	8	8	11	6	6	9	7	12	8	6	11	5	9	9	6	7	9	5	
No	92	90	92	86	92	95	90	90	89	93	93	91	93	86	92	94	88	94	91	91	93	92	90	95	
Don't know/No answer	1	2	0	2	0	0	2	0	0	1	0	1	0	2	0	0	1	1	0	1	0	1	1	0	
UNWEIGHTED SUMMARY TOTAL (N)	2000	217	638	412	118	568	104	104	670	1672	1119	1422	186	427	673	1328	109	594	603	682	671	749	1048	1320	1020
WEIGHTED SUMMARY TOTAL (W)	2535	348	602	351	168	967	98	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	690	694	741	1048	1377	961

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

2001 Tourism Conversion Study

Tables by Market

TABLE 15a

And during your most recent vacation in Nova Scotia (answer from q8b), did you: GO HIKING

	REGION										VISITED NB		GENDER		AGE					INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL	ONT	QUE	MARIE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K-\$49K	\$50K-\$74K	\$75K+ P.S.	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL				
Yes	42	44	45	47	48	39	38	46	40	43	42	53	56	45	35	41	39	41	48	36	39	48	48	33				
No	16	16	16	12	14	62	62	54	68	57	58	47	44	54	65	59	61	50	51	63	61	52	50	67				
Don't know/no answer	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0				
WEIGHTED SAMPLE SIZE (N)	2542	217	525	412	135	958	194	978	1572	1110	1432	186	427	573	1328	109	594	603	682	671	748	1048	1320	1020				
UNWEIGHTED SAMPLE SIZE (N)	2535	248	602	251	168	967	98	1108	1427	1088	1447	229	446	588	1240	100	608	600	680	684	741	1048	1377	981				

TABLE 15b

And during your most recent vacation in Nova Scotia (answer from q8b), did you: GO BICYCLING

	REGION							UNITED MB		GENDER		AGE					INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAB	ONT	QUE	MARIE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K-\$49K	\$50K-\$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	13	14	15	23	12	11	9	11	15	14	13	14	20	19	8	11	13	12	16	11	12	15	17	8	
No	87	85	85	77	88	89	91	89	85	86	87	85	80	81	92	89	87	88	84	89	87	85	83	92	
Don't know/no answer	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	
WEIGHTED SAMPLE SIZE (N)	2542	217	525	412	135	958	194	970	1572	1110	1432	186	427	573	1328	109	594	603	682	671	748	1048	1320	1020	
UNWEIGHTED SAMPLE SIZE (N)	2535	248	602	251	168	967	98	1108	1427	1088	1447	228	446	588	1240	100	608	600	680	684	741	1048	1377	981	

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

2001 Tourism Conversion Study

Tables by Market

TABLE 2. Continued

And, finally, what about the question of canoeing? Did you go kayaking or canoeing?

Wage Group	Att. Class	Region				Visited MS		Gender		Age			Income			Education			Employ			
		Cont	Qiz	Masis	New Enclosed At.	Yes	No	Male	Female	18-24	25-44	45-64	LT \$25K \$49K	\$25K- \$74K	\$75K+ \$74K	<H.S. P.S.	Some P.S.	Grad P.S.	Empl	Not Empl		
11	13	14	11	13	0	7	11	11	11	20	20	14	5	15	11	10	13	7	11	13	14	6
12	14	15	12	14	0	8	12	12	12	20	20	14	5	15	11	10	13	7	11	13	14	6
13	15	16	13	15	0	9	13	13	13	20	20	14	5	15	11	10	13	7	11	13	14	6
14	16	17	14	16	0	10	14	14	14	20	20	14	5	15	11	10	13	7	11	13	14	6
15	17	18	15	17	0	11	15	15	15	20	20	14	5	15	11	10	13	7	11	13	14	6
16	18	19	16	18	0	12	16	16	16	20	20	14	5	15	11	10	13	7	11	13	14	6
17	19	20	17	19	0	13	17	17	17	20	20	14	5	15	11	10	13	7	11	13	14	6
18	20	21	18	20	0	14	18	18	18	20	20	14	5	15	11	10	13	7	11	13	14	6
19	21	22	19	21	0	15	19	19	19	20	20	14	5	15	11	10	13	7	11	13	14	6
20	22	23	20	22	0	16	20	20	20	20	20	14	5	15	11	10	13	7	11	13	14	6
21	23	24	21	23	0	17	21	21	21	20	20	14	5	15	11	10	13	7	11	13	14	6
22	24	25	22	24	0	18	22	22	22	20	20	14	5	15	11	10	13	7	11	13	14	6
23	25	26	23	25	0	19	23	23	23	20	20	14	5	15	11	10	13	7	11	13	14	6
24	26	27	24	26	0	20	24	24	24	20	20	14	5	15	11	10	13	7	11	13	14	6
25	27	28	25	27	0	21	25	25	25	20	20	14	5	15	11	10	13	7	11	13	14	6
26	28	29	26	28	0	22	26	26	26	20	20	14	5	15	11	10	13	7	11	13	14	6
27	29	30	27	29	0	23	27	27	27	20	20	14	5	15	11	10	13	7	11	13	14	6
28	30	31	28	30	0	24	28	28	28	20	20	14	5	15	11	10	13	7	11	13	14	6
29	31	32	29	31	0	25	29	29	29	20	20	14	5	15	11	10	13	7	11	13	14	6
30	32	33	30	32	0	26	30	30	30	20	20	14	5	15	11	10	13	7	11	13	14	6
31	33	34	31	33	0	27	31	31	31	20	20	14	5	15	11	10	13	7	11	13	14	6
32	34	35	32	34	0	28	32	32	32	20	20	14	5	15	11	10	13	7	11	13	14	6
33	35	36	33	35	0	29	33	33	33	20	20	14	5	15	11	10	13	7	11	13	14	6
34	36	37	34	36	0	30	34	34	34	20	20	14	5	15	11	10	13	7	11	13	14	6
35	37	38	35	37	0	31	35	35	35	20	20	14	5	15	11	10	13	7	11	13	14	6
36	38	39	36	38	0	32	36	36	36	20	20	14	5	15	11	10	13	7	11	13	14	6
37	39	40	37	39	0	33	37	37	37	20	20	14	5	15	11	10	13	7	11	13	14	6
38	40	41	38	40	0	34	38	38	38	20	20	14	5	15	11	10	13	7	11	13	14	6
39	41	42	39	41	0	35	39	39	39	20	20	14	5	15	11	10	13	7	11	13	14	6
40	42	43	40	42	0	36	40	40	40	20	20	14	5	15	11	10	13	7	11	13	14	6
41	43	44	41	43	0	37	41	41	41	20	20	14	5	15	11	10	13	7	11	13	14	6
42	44	45	42	44	0	38	42	42	42	20	20	14	5	15	11	10	13	7	11	13	14	6
43	45	46	43	45	0	39	43	43	43	20	20	14	5	15	11	10	13	7	11	13	14	6
44	46	47	44	46	0	40	44	44	44	20	20	14	5	15	11	10	13	7	11	13	14	6
45	47	48	45	47	0	41	45	45	45	20	20	14	5	15	11	10	13	7	11	13	14	6
46	48	49	46	48	0	42	46	46	46	20	20	14	5	15	11	10	13	7	11	13	14	6
47	49	50	47	49	0	43	47	47	47	20	20	14	5	15	11	10	13	7	11	13	14	6
48	50	51	48	50	0	44	48	48	48	20	20	14	5	15	11	10	13	7	11	13	14	6
49	51	52	49	51	0	45	49	49	49	20	20	14	5	15	11	10	13	7	11	13	14	6
50	52	53	50	52	0	46	50	50	50	20	20	14	5	15	11	10	13	7	11	13	14	6
51	53	54	51	53	0	47	51	51	51	20	20	14	5	15	11	10	13	7	11	13	14	6
52	54	55	52	54	0	48	52	52	52	20	20	14	5	15	11	10	13	7	11	13	14	6
53	55	56	53	55	0	49	53	53	53	20	20	14	5	15	11	10	13	7	11	13	14	6
54	56	57	54	56	0	50	54	54	54	20	20	14	5	15	11	10	13	7	11	13	14	6
55	57	58	55	57	0	51	55	55	55	20	20	14	5	15	11	10	13	7	11	13	14	6
56	58	59	56	58	0	52	56	56	56	20	20	14	5	15	11	10	13	7	11	13	14	6
57	59	60	57	59	0	53	57	57	57	20	20	14	5	15	11	10	13	7	11	13	14	6
58	60	61	58	60	0	54	58	58	58	20	20	14	5	15	11	10	13	7	11	13	14	6
59	61	62	59	61	0	55	59	59	59	20	20	14	5	15	11	10	13	7	11	13	14	6
60	62	63	60	62	0	56	60	60	60	20	20	14	5	15	11	10	13	7	11	13	14	6
61	63	64	61	63	0	57	61	61	61	20	20	14	5	15	11	10	13	7	11	13	14	6
62	64	65	62	64	0	58	62	62	62	20	20	14	5	15	11	10	13	7	11	13	14	6
63	65	66	63	65	0	59	63	63	63	20	20	14	5	15	11	10	13	7	11	13	14	6
64	66	67	64	66	0	60	64	64	64	20	20	14	5	15	11	10	13	7	11	13	14	6
65	67	68	65	67	0	61	65	65	65	20	20	14	5	15	11	10	13	7	11	13	14	6
66	68	69	66	68	0	62	66	66	66	20	20	14	5	15	11	10	13	7	11	13	14	6
67	69	70	67	69	0	63	67	67	67	20	20	14	5	15	11	10	13	7	11	13	14	6
68	70	71	68	70	0	64	68	68	68	20	20	14	5	15	11	10	13	7	11	13	14	6
69	71	72	69	71	0	65	69	69	69	20	20	14	5	15	11	10	13	7	11	13	14	6
70	72	73	70	72	0	66	70	70	70	20	20	14	5	15	11	10	13	7	11	13	14	6
71	73	74	71	73	0	67	71	71	71	20	20	14	5	15	11	10	13	7	11	13	14	6
72	74	75	72	74	0	68	72	72	72	20	20	14	5	15	11	10	13	7	11	13	14	6
73	75	76	73	75	0	69	73	73	73	20	20	14	5	15	11	10	13	7	11	13	14	6
74	76	77	74	76	0	70	74	74	74	20	20	14	5	15	11	10	13	7	11	13	14	6
75	77	78	75	77	0	71	75	75	75	20	20	14	5	15	11	10	13	7	11	13	14	6
76	78	79	76	78	0	72	76	76	76	20	20	14	5	15	11	10	13	7	11	13	14	6
77	79	80	77	79	0	73	77	77	77	20	20	14	5	15	11	10	13	7	11	13	14	6
78	80	81	78	80	0	74	78	78	78	20	20	14	5	15	11	10	13	7	11	13	14	6
79	81	82	79	81	0	75	79	79	79	20	20	14	5	15	11	10	13	7	11	13	14	6
80	82	83	80	82	0	76	80	80	80	20	20	14	5	15	11	10	13	7	11	13	14	6
81	83	84	81	83	0	77	81	81	81	20	20	14	5	15	11	10	13	7	11	13	14	6
82	84	85	82	84	0	78	82	82	82	20	20	14	5	15	11	10	13	7	11	13	14	6
83	85	86	83	85	0	79	83	83	83	20	20	14	5	15	11	10	13	7	11	13	14	6
84	86	87	84	86	0	80	84	84	84	20	20	14	5	15	11	10	13	7	11	13	14	6
85	87	88	85	87	0	81	85	85	85	20	20	14	5	15	11	10	13	7	11	13	14	6
86	88	89	86																			

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And during your round we will not often in New Sicily (answer from QB), did you: GO GOLFING

Age Group	REGION				UNITED MB		GENDER		AGE			INCOME			EDUCATION		EMPLOY				
	ATL	Chi7	Chi8	Chi9	NEW ENCLOSED	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-64	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPL
18-24	19	12	16	7	0	7	19	9	19	8	16	10	9	8	6	11	12	9	9	9	10
25-34	31	21	28	19	14	10	31	19	32	12	24	10	11	12	16	19	18	11	10	11	10
35-44	41	31	38	28	21	14	41	28	42	18	34	14	15	18	24	28	24	14	14	15	14
45-54	51	41	48	38	31	21	51	38	52	24	44	18	20	24	34	40	34	18	18	19	18
55-64	61	51	58	48	41	31	61	48	62	34	54	24	26	34	44	50	44	24	24	25	24
65-74	71	61	68	58	51	41	71	58	72	44	64	34	36	44	54	60	54	34	34	35	34
75-84	81	71	78	68	61	51	81	68	82	54	74	44	46	54	64	70	64	44	44	45	44
85-94	91	81	88	78	71	61	91	78	92	64	84	54	56	64	74	80	74	54	54	55	54
95-104	101	91	98	88	81	71	101	88	102	74	94	64	66	74	84	90	84	64	64	65	64
105-114	111	101	108	98	91	81	111	98	112	84	104	74	76	84	94	100	94	74	74	75	74
115-124	121	111	118	108	101	91	121	108	122	94	114	84	86	94	104	110	104	84	84	85	84
125-134	131	121	128	118	111	101	131	118	132	104	124	94	96	104	114	120	114	94	94	95	94
135-144	141	131	138	128	121	111	141	128	142	114	134	104	106	114	124	130	124	104	104	105	104
145-154	151	141	148	138	131	121	151	138	152	124	144	114	116	124	134	140	134	114	114	115	114
155-164	161	151	158	148	141	131	161	148	162	134	154	124	126	134	144	150	144	124	124	125	124
165-174	171	161	168	158	151	141	171	158	172	144	164	134	136	144	154	160	154	134	134	135	134
175-184	181	171	178	168	161	151	181	168	182	154	174	144	146	154	164	170	164	144	144	145	144
185-194	191	181	188	178	171	161	191	178	192	164	184	154	156	164	174	180	174	154	154	155	154
195-204	201	191	198	188	181	171	201	188	202	174	194	164	166	174	184	190	184	164	164	165	164
205-214	211	201	208	198	191	181	211	198	212	184	204	174	176	184	194	200	194	174	174	175	174

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Tables by Market

TABLE 17i:

And during your most recent vacation in Nova Scotia (answer from q99) , did you: GO SIGHTSEEING

	Wgt Overall	REGION					VISITED NS			GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLND ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT\$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ \$74K	<H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	89	91	90	80	91	91	89	94	86	90	88	84	89	91	89	83	87	89	93	87	89	90	91	88
No	11	9	10	19	8	10	6	14	9	12	16	10	9	11	16	13	11	7	13	11	10	9	11	
Don't know/no answer	0	0	0	1	0	1	0	1	0	0	1	0	0	0	2	0	0	0	0	0	1	0	0	
WEIGHTED SAMPLE SIZE (#)	2542	217	625	412	135	958	154	970	1572	1110	1432	186	427	573	1328	109	594	603	682	671	749	1048	1320	1020
UNWEIGHTED SAMPLE SIZE (#)	2535	349	602	351	168	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	961

TABLE 17m:

And during your most recent vacation in Nova Scotia (answer from q99) , did you: GO SHOPPING

	Wgt Overall	REGION						VISITED NS		GENDER		AGE			INCOME				EDUCATION			EMPLOY		
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ \$74K	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	73	72	74	65	70	77	78	72	74	71	75	76	73	77	72	65	75	66	78	73	73	75	73	
No	26	27	25	34	29	23	22	26	26	28	24	24	26	22	27	35	25	31	21	27	25	25	26	
Don't know/no answer	1	0	1	1	0	0	0	1	0	1	0	0	1	1	0	0	1	1	1	0	0	1	1	
WEIGHTED SAMPLE SIZE (#)	2542	217	625	412	135	958	154	970	1572	1110	1432	186	427	573	1328	109	594	603	682	671	749	1048	1320	1020
UNWEIGHTED SAMPLE SIZE (#)	2535	349	602	351	168	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	961

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2001 Tourism Conversion Study

Tables by Market

TABLE 17n:

And during your most recent vacation in Nova Scotia (answer from q#9), did you: GO TO A CASINO

	Wgt Overall	REGION				VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY					
		ATL CAN	ONT	QUE	MAINE	NEW ENGL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	14	13	12	13	14	18	16	16	13	15	14	14	10	14	16	16	14	13	16	18	15	12	14	16
No	86	82	87	86	87	86	82	84	87	85	86	86	90	85	84	84	86	86	84	82	85	89	86	84
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	
WEIGHTED SAMPLE SIZE (N)	2642	217	625	412	135	958	194	970	1672	1110	1432	186	427	673	1328	100	594	603	662	671	740	1068	1320	1026
UNWEIGHTED SAMPLE SIZE (N)	2535	349	602	351	168	987	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	660	664	741	1048	1377	981

TABLE 17o:

And during your most recent vacation in Nova Scotia (answer from q#9), did you: GO TO A DANCE CLUB OR BAR

	Wgt Overall	REGION			VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY						
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K- \$49K	\$50K- \$74K	\$75K+ P.S.	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	21	20	28	18	28	21	15	21	22	26	18	33	24	24	18	19	22	27	22	22	21	25	18	
No	78	79	75	81	72	79	85	79	78	73	82	67	78	78	82	81	80	77	73	78	78	73	81	
Don't know/No answer	0	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	1	0	1	0	1	0	1	
WEIGHTED SAMPLE SIZE (N)	2642	217	626	412	135	958	194	970	1972	1110	1432	186	427	673	1328	100	594	603	662	671	740	1068	1320	1020
UNWEIGHTED SAMPLE SIZE (N)	2535	349	602	351	168	987	98	1108	1427	1088	1447	229	446	598	1240	100	508	600	660	664	741	1048	1377	981

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TABLE 17p:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: VISIT A HISTORIC SITE

	Wgt Overall	REGION							VOTED '85		GENDER		AGE			INCOME			EDUCATION			EMPLOY		
		ATL CAN	ONT	QUE	MAINE	ENGLAND	ATL	OTHER	YES	NO	MALE	FEMALE	18-24	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	72	62	74	68	72	75	71	81	66	73	72	69	71	72	73	68	69	72	76	70	69	75	72	73
No	28	38	25	31	28	25	29	18	33	27	28	30	28	27	27	34	31	27	23	29	30	25	27	27
Don't know/No answer	0	0	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (N)	2442	217	625	412	136	968	194	970	1872	1110	1432	186	427	573	1328	109	594	603	642	671	749	1048	1320	1020
UNWEIGHTED SAMPLE SIZE (N)	2535	349	602	351	168	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	961

TABLE 17q:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: VISIT A MUSEUM

	Wgt Overall	REGION			GENDER		AGE			INCOME			EDUCATION			EMPLOY								
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	OTHER	YES	NO	MALE	FEMALE	18-24	35-44	45-54	55+	\$25K- \$49K	\$50K- \$74K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL		
Yes	56	49	57	59	54	58	50	65	50	56	56	48	55	58	57	45	52	58	61	50	53	82	55	59
No	44	51	43	41	46	42	50	34	50	44	44	52	45	42	43	55	48	42	39	50	47	38	45	41
Don't know/No answer	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2542	217	625	412	135	958	194	970	1872	1110	1432	186	427	573	1328	109	594	603	642	671	749	1048	1320	1020
UNWEIGHTED SAMPLE SIZE (#)	2535	349	602	351	168	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	961

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TABLE 17f:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND AN EDUCATIONAL SEMINAR/COURSE

	Wgt Overall	REGION			VISITED NS			GENDER		AGE			INCOME			EDUCATION			EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$40K	\$25K- \$40K	\$40K- \$75K+	<H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	8	7	7	6	7	10	6	6	8	8	7	4	8	8	8	4	5	10	8	4	9	8	8
No	82	83	83	84	83	80	84	83	81	82	82	86	82	81	82	88	84	80	81	86	90	82	82
Don't know/No answer	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	2542	217	625	412	135	968	194	970	1572	1110	1432	166	427	573	1328	109	654	653	682	671	1048	1328	1020
UNWEIGHTED SAMPLE SIZE (#)	2535	349	802	351	168	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	1048	1377	961

TABLE 17g:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND ANY FESTIVALS AND EVENTS

	Wgt Overall	REGION			VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY						
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$44K	\$25K- \$44K	\$45K- \$74K	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	36	43	37	30	40	38	29	38	34	36	35	33	35	38	34	37	32	35	30	28	34	40	37	35
No	64	57	63	70	60	64	70	62	66	64	65	67	62	62	66	63	68	64	60	71	66	60	63	65
Don't know/No answer		0	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2542	217	625	412	135	968	194	970	1572	1110	1432	166	427	573	1328	109	594	693	682	671	749	1068	1328	1026
UNWEIGHTED SAMPLE SIZE (#)	2535	349	802	351	168	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	961

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TABLE 17c:

And during your most recent vacation in Nova Scotia (answer from q#9), did you: GO ON VACATION GETAWAYS

	Wgt Overall	REGION				VISITED NS		GENDER		AGE				INCOME			EDUCATION			EMPLOY		
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$26K- \$40K	\$41K- \$55K	\$56K- < H.S. P.S.	SOME P.S.	GRAD P.S.	NOT EMPL	
Yes	25	26	22	26	26	26	26	25	27	24	25	27	25	25	23	21	29	27	25	28	24	27
No	68	74	70	66	70	67	61	68	67	69	68	67	68	68	74	72	66	65	71	65	68	70
Don't know/No answer	7	4	12	4	6	9	5	7	6	7	7	5	7	7	3	6	5	8	5	7	8	7
WEIGHTED SAMPLE SIZE (#)	2542	217	625	412	135	958	970	1872	1110	1432	186	427	873	1328	109	594	603	682	871	749	1049	1320
UNWEIGHTED SAMPLE SIZE (#)	2535	349	602	351	168	967	98	1108	1088	1447	229	446	598	1240	100	608	600	660	894	741	1048	1377

TABLE 17d:

And during your most recent vacation in Nova Scotia (answer from q#9), did you: SEE LOCAL ARTS AND CRAFTS

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$26K- \$40K	\$41K- \$55K	\$56K- \$70K	\$71K+	\$TEK+ P.S.	SOME P.S.	GRAD P.S.	NOT EMPL	
Yes	71	78	76	67	67	72	81	68	69	73	62	74	77	70	58	68	69	78	67	71	75	73	69	
No	28	23	24	32	33	28	19	34	30	27	37	26	23	30	42	32	30	21	33	29	25	26	31	
Don't know/No answer	0	2	0	1	0	0	1	0	0	0	1	0	1	0	0	0	0	1	0	0	1	0	0	
WEIGHTED SAMPLE SIZE (#)	2542	217	625	412	135	958	970	1872	1110	1432	186	427	873	1328	109	594	603	682	871	749	1049	1320	1828	
UNWEIGHTED SAMPLE SIZE (#)	2535	349	602	351	168	967	98	1108	1088	1447	229	446	598	1240	100	608	600	660	894	741	1048	1377	981	

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TABLE 17v:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: DINE OR EAT FOODS UNIQUE TO THE MARITIMES (answer from Q#9)

	Wgt Overall	REGION			UNITED NS		GENDER		AGE			INCOME				EDUCATION		EMPLOY						
		ATL CAN	ONT	QUE	MAINE	NEW ENGLND ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	L.T \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	64	77	84	78	88	87	81	89	80	85	82	80	82	86	84	73	80	85	88	78	86	85	86	84
No	16	23	15	22	12	13	19	11	19	15	17	20	16	13	15	27	20	15	12	21	14	14	14	16
Don't know/No answer	0	0	1	0	0	0	0	0	1	0	1	0	1	0	0	1	0	0	1	0	1	0	1	1
WEIGHTED SAMPLE SIZE (#)	2542	217	625	412	138	568	194	970	1872	1110	1432	188	427	873	1328	189	594	693	882	671	749	1648	1320	1020
UNWEIGHTED SAMPLE SIZE (#)	2535	349	602	351	168	987	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	880	894	741	1048	1377	981

TABLE 18a:

Would you say that ATTENDING A LIVE MUSIC EVENT in Nova Scotia (answer from q#8) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION			VISITED NS		GENDER		AGE			INCOME			EDUCATION		EMPLOY							
		ATL CAN	ONT	QUE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$15K	\$15K-\$24K	\$25K-\$34K	\$35K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL		
Exceeded your expectations	30	39	20	21	33	34	31	35	27	32	28	41	27	34	28	31	29	30	31	27	30	29	31	30
Met your expectations	61	54	62	67	61	59	62	55	65	57	64	48	65	58	63	53	62	64	58	62	58	62	59	63
Did not meet your expectations	6	7	5	7	3	5	7	5	0	7	5	9	4	7	6	10	5	4	6	6	4	6	7	4
Nothing to compare with	1	0	2	4	0	0	0	2	1	2	1	2	3	0	1	0	2	1	1	2	1	1	1	2
Don't know/no answer	2	0	2	1	2	2	0	2	1	3	1	0	2	1	2	7	2	2	1	3	2	1	2	2
WEIGHTED SAMPLE SIZE (N)	796	71	197	185	54	281	87	315	481	337	458	90	148	188	309	26	167	176	252	180	216	379	442	286
UNWEIGHTED SAMPLE SIZE (N)	801	105	194	129	46	298	29	359	442	339	483	65	144	205	377	32	170	179	249	184	217	378	457	285

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TABLE 18b:

Would you say that ATTENDING A LIVE THEATRE EVENT in Nova Scotia (answer from q89) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION					VERITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY					
		ATL CAN	ONT	QUE	MAINE	NEW ENGL MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S. P.S.	SOME P.S.	GRAD P.S.	NOT EMPL			
Exceeded your expectations Met your expectations Did not meet your expectations Nothing to compare with Don't know/No answer	30	33	29	20	57	35	21	32	28	29	30	45	25	35	28	31	26	34	33	29	26	32	34	25	
	62	61	65	64	31	59	66	61	62	59	63	48	61	58	65	59	67	60	58	63	69	57	58	67	
	5	3	3	10	11	3	4	3	6	6	4	7	7	7	3	9	2	4	7	4	3	6	7	2	
	1	0	1	2	1	0	4	2	0	1	1	0	2	0	1	1	1	1	1	0	0	2	1	1	
	3	2	2	5	0	3	4	3	3	5	1	0	5	0	4	0	4	1	0	3	1	3	1	5	
WEIGHTED SAMPLE SIZE (n)		528	42	128	109	15	169	46	165	362	216	26	77	121	286	28	109	118	144	127	133	252	260	228	
UNWEIGHTED SAMPLE SIZE (n)		497	58	113	90	21	191	24	176	321	211	285	30	74	113	273	18	105	116	137	117	126	241	245	211

TABLE 18c:

Would you say that ATTENDING A LIVE SPORTING EVENT in Nova Scotia (answer from q89) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION					VISITED NS			GENDER		AGE				INCOME			EDUCATION		EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGL MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$50K- \$49K	\$75K+ \$74K	\$75K+ <H.S. P.S.	SOME P.S.	GRAD P.S.	NOT EMPL		
Exceeded your expectations	28	32	18	22	78	32	20	25	28	31	25	28	41	33	20	38	22	32	30	37	24	26	32	21
Met your expectations	62	61	71	63	22	61	60	69	60	56	70	68	53	53	70	25	72	63	52	58	64	64	58	68
Did not meet your expectations	5	7	5	8	0	1	20	4	6	6	3	4	1	8	5	0	0	3	13	5	4	7	6	4
Don't know/No answer	4	0	5	7	0	5	0	3	5	7	1	0	4	5	5	37	7	2	5	3	8	3	4	7
WEIGHTED SAMPLE SIZE (n)	195	24	43	38	8	72	10	45	150	113	82	16	40	59	89	8	51	44	53	48	57	89	117	87
UNWEIGHTED SAMPLE SIZE (n)	190	36	38	31	7	73	5	56	134	111	79	16	40	46	87	6	52	44	52	50	57	80	107	71

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TABLE 18d:

Would you say that RECREATIONAL WALKING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION				NEW ENGMID ATL		VERIFIED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	ENGMID ATL	YES	NO	MALE	FEMALE	15-34	35-44	45-54	55+	LT \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMPL			
Exceeded your expectations	23	26	24	14	32	25	23	24	22	21	25	28	32	22	20	30	24	18	27	22	23	24	26	19
Met your expectations	72	69	72	79	66	70	76	72	72	72	72	70	64	73	75	67	70	78	69	72	73	72	70	75
Did not meet your expectations	2	3	2	4	2	2	1	2	3	4	2	2	1	3	2	3	2	2	2	2	3	2	2	3
Nothing to compare with	1	1	1	0	0	1	0	1	0	1	0	0	0	0	1	0	1	0	1	1	0	0	0	1
Don't know/No answer	2	2	1	2	0	2	0	2	2	2	2	0	2	1	2	0	3	2	1	2	1	2	1	2
WEIGHTED SAMPLE SIZE (#)	2019	178	512	339	164	738	147	793	1226	846	1173	149	357	487	1964	77	451	476	572	491	682	886	1083	771
UNWEIGHTED SAMPLE SIZE (#)	2029	282	491	292	131	759	74	903	1126	833	1196	189	376	506	941	68	467	485	573	521	596	873	1141	729

TABLE 18e:

Would you say that BIRD WATCHING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION			UNITED NS		GENDER		AGE			INCOME			EDUCATION		EMPLOY						
		ATL CAN	ONT	QUE	MAINE	ENGMID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	
Exceeded your expectations	23	22	24	14	21	32	13	20	25	21	24	23	24	22	23	16	16	24	26	20	23	24	22
Met your expectations	66	72	62	75	75	56	78	70	64	68	65	76	71	68	64	76	72	65	67	65	70	66	67
Did not meet your expectations	8	0	13	7	4	8	0	0	8	11	6	0	4	7	11	6	7	8	5	10	5	8	7
Nothing to compare with	1	4	0	0	0	1	0	1	1	0	1	1	1	2	0	0	2	0	0	1	1	0	1
Don't know/No answer	2	1	1	3	0	3	0	1	3	0	3	0	0	2	3	0	3	2	1	4	1	1	2
WEIGHTED SAMPLE SIZE (#)	535	37	118	122	22	171	45	226	307	225	310	22	78	138	282	36	131	144	133	126	148	232	272
UNWEIGHTED SAMPLE SIZE (#)	500	50	111	113	40	163	23	235	295	211	289	30	76	139	240	23	125	136	122	121	152	221	261

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Would you say that **WHALE WATCHING** in Nova Scotia (answer from off) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION				VERIFIED N3		GENDER		AGE			INCOME			EDUCATION			EMPLOY					
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	L7 \$28K-\$44K	\$28K-\$44K	\$45K-\$74K	\$75K+ P.S.	SOME P.S.	H.S. P.S.	GRAD P.S.	EMPL.	NOT EMPL.
Exceeded your expectations	38	42	45	31	21	37	42	39	36	32	42	60	37	37	34	65	39	35	36	43	31	38	39	31
Met your expectations	43	44	38	51	64	40	33	42	47	45	42	27	44	46	43	20	39	51	44	39	54	39	43	46
Did not meet your expectations	18	13	17	15	8	22	24	18	16	21	15	13	17	15	21	15	19	14	18	18	14	20	17	21
Nothing to compare with	1	0	2	7	0	1	1	1	1	1	0	2	1	0	0	2	0	0	0	0	1	1	1	0
Don't know/No answer	1	0	1	0	1	0	0	1	0	0	1	0	0	0	2	0	1	0	1	1	0	1	0	2
WEIGHTED SAMPLE SIZE (H)	401	32	114	102	17	111	24	264	137	176	224	30	82	118	163	14	89	83	135	111	111	168	244	127
UNWEIGHTED SAMPLE SIZE (H)	403	48	118	88	24	113	12	270	125	177	220	38	89	115	155	13	93	64	137	116	115	163	252	123

Would you say that HUNTING FOR FOSSILS in Nova Scotia (answer from q49) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Owner	REGION					VERIFIED NB		GENDER		AGE			INCOME			EDUCATION			EMPLOY				
		ATL CAIN	ONT	QUE	MAINE	NEW ENGLND ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$44K	\$25K- \$44K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Exceeded your expectations	21	24	25	16	33	18	24	23	10	21	22	31	26	19	19	22	28	23	17	23	28	17	23	17
Met your expectations	80	65	63	71	63	40	7C	60	61	59	61	60	61	59	59	55	50	55	65	55	59	61	62	
Did not meet your expectations	15	5	12	11	4	31	8	13	17	12	19	10	14	15	16	23	19	10	15	11	15	17	14	12
Don't know/no answer	4	6	0	2	0	11	0	4	3	8	1	0	6	5	0	3	9	3	0	2	6	1	9	
WEIGHTED SAMPLE SIZE (N)	195	18	61	50	11	59	16	165	90	72	123	13	82	48	81	12	32	82	69	43	81	97	123	60
UNWEIGHTED SAMPLE SIZE (N)	191	28	52	41	12	50	8	105	86	88	123	13	57	49	71	8	35	50	58	51	88	129	44	

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TABLE 18h:

Would you say that HIKING in Nova Scotia (answer from q8f) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	REGION				UNITED STATES		GENDER		AGE				INCOME				EDUCATION			EMPLOY				
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$45K	\$25K-\$45K	\$45K-\$75K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	NOT EMP.	EMPL	
Exceeded your expectations	27	27	31	15	24	31	22	28	26	26	27	46	32	28	19	20	22	24	32	23	25	29	31	19
Met your expectations	69	69	63	82	76	63	75	68	69	69	69	50	65	69	74	77	73	71	63	70	68	59	65	75
Did not meet your expectations	2	0	4	2	0	3	0	1	3	3	2	4	2	2	2	0	2	3	3	1	4	2	2	2
Nothing to compare with	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0
Don't know/no answer	2	3	2	0	0	2	2	2	2	2	2	0	1	1	3	2	4	1	1	5	2	0	1	3
WEIGHTED SAMPLE SIZE (#)	1072	95	281	198	62	365	73	445	627	476	896	98	240	239	482	46	230	244	311	244	291	615	652	333
UNWEIGHTED SAMPLE SIZE (#)	1056	138	267	172	69	373	37	488	568	471	585	117	248	264	418	37	236	248	333	250	282	504	863	309

TABLE 18i:

Would you say that BICYCLING in Nova Scotia (answer from q8f) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	REGION				UNITED STATES		GENDER		AGE			INCOME			EDUCATION			EMPLOY						
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	\$5+	LT \$25K \$49K	\$25K-\$49K	\$50K-\$74K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	NOT EMP.	EMPL	
Exceeded your expectations	21	37	23	17	7	20	20	24	20	17	24	20	31	22	12	9	24	20	21	30	17	20	25	11
Met your expectations	69	60	69	68	66	73	89	64	72	74	66	61	60	71	77	67	66	68	71	69	76	70	67	78
Did not meet your expectations	8	2	6	13	26	6	0	10	8	8	9	17	6	6	9	23	6	9	8	8	7	9	7	10
Nothing to compare with	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/no answer	1	2	2	1	0	1	0	2	1	2	1	2	0	1	2	0	3	2	0	3	1	1	1	2
WEIGHTED SAMPLE SIZE (#)	330	31	63	56	16	109	17	162	228	151	180	28	87	107	168	12	76	72	108	71	93	161	222	88
UNWEIGHTED SAMPLE SIZE (#)	327	49	63	64	18	104	9	118	209	153	174	33	86	96	106	8	77	75	107	73	86	160	223	81

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TABLE 16k:

Would you say that KAYAKING OR CANOEING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION				VISITED NS		GENDER		AGE				INCOME			EDUCATION			EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	L.T \$25K \$40K	\$25K- \$40K	\$40K- \$75K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Exceeded your expectations	33	40	28	26	43	38	27	34	32	28	38	42	32	41	20	60	23	30	37	27	32	35	37	23
Met your expectations	63	57	71	71	57	53	73	64	62	66	81	54	62	58	75	36	72	69	58	68	66	58	60	70
Did not meet your expectations	2	2	0	4	0	5	0	1	3	4	1	4	3	0	3	0	3	1	5	4	1	3	2	3
Nothing to compare with	1	2	1	0	0	0	0	0	1	1	0	0	1	0	2	0	0	0	0	0	0	1	0	2
Don't know/No answer	1	0	0	0	0	4	0	1	1	1	1	0	2	1	1	4	3	0	0	1	1	1	1	2
WEIGHTED SAMPLE SIZE (N)	276	29	86	48	16	85	14	167	169	120	187	37	84	83	71	16	65	63	85	47	84	139	182	62
UNWEIGHTED SAMPLE SIZE (N)	272	43	78	40	15	89	7	122	150	114	158	42	79	82	68	13	63	63	88	49	80	138	179	63

TABLE 18k:

Would you say that GOLFING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION					VISITED NS			GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$40K	\$40K- \$75K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Exceeded your expectations	30	34	31	19	49	31	28	37	25	30	29	28	31	30	31	73	26	32	33	29	32	29	32	29
Met your expectations	65	57	65	76	51	67	58	57	71	66	65	57	64	67	66	27	56	66	66	63	60	63	87	87
Did not meet your expectations	2	2	3	0	0	2	0	1	2	1	2	0	5	1	1	0	4	2	1	2	1	2	2	1
Nothing to compare with	2	5	1	2	0	0	13	4	1	3	2	10	0	0	2	0	12	0	0	5	4	0	3	3
Don't know/No answer	1	3	0	4	0	0	0	1	1	0	2	6	0	2	0	0	3	2	0	0	4	0	0	0
WEIGHTED SAMPLE SIZE (N)	238	41	73	40	9	59	14	100	138	115	119	29	43	81	108	4	37	64	83	58	73	97	118	98
UNWEIGHTED SAMPLE SIZE (N)	244	60	71	31	12	63	7	116	128	119	125	35	46	55	105	3	45	70	85	63	69	106	128	92

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TABLE 18i:

Would you say that SIGHTSEEING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	REGION				VISITED NS				GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$45K	\$45K- \$75K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMP	NOT EMP
Exceeded your expectations	30	48	42	25	41	40	36	46	34	35	42	52	40	40	37	35	36	43	40	30	38	43	34
Met your expectations	57	53	53	68	67	67	59	62	61	61	65	46	57	58	58	61	59	60	54	55	58	53	62
Did not meet your expectations	3	1	3	5	1	3	4	2	3	3	3	2	3	3	3	4	2	2	4	2	2	3	2
Nothing to compare with	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	1	0	1	2	1	1	0	1	1	1	1	0	1	1	1	0	1	2	0	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	2260	106	863	330	123	873	173	913	1346	1084	1268	167	381	621	1177	90	818	631	586	666	968	1187	962
UNWEIGHTED SAMPLE SIZE (#)	2267	317	544	284	153	882	87	1040	1227	984	1263	200	404	543	1100	85	527	530	630	683	940	1253	850

TABLE 18m:

Would you say that SHOPPING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	REGION				VISITED NS				GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$45K	\$45K- \$75K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMP	NOT EMP
Exceeded your expectations	14	13	12	7	15	16	10	10	16	12	15	17	13	15	13	18	14	12	14	17	12	15	13
Met your expectations	75	77	76	78	81	72	74	80	71	78	73	71	76	77	73	81	77	77	71	72	78	75	74
Did not meet your expectations	9	7	9	10	3	9	9	7	9	9	6	10	10	8	8	18	7	9	8	12	7	9	8
Nothing to compare with	1	1	1	1	0	1	1	1	1	1	1	1	0	0	1	0	1	0	1	1	0	0	2
Don't know/No answer	2	2	3	4	0	1	6	2	3	2	2	1	1	2	4	4	2	2	1	4	3	1	4
WEIGHTED SAMPLE SIZE (#)	1668	157	481	267	84	736	162	703	1165	790	1078	146	313	460	989	71	443	412	438	558	794	964	747
UNWEIGHTED SAMPLE SIZE (#)	1881	280	400	228	120	740	77	814	1087	772	1109	162	327	400	900	83	402	439	531	584	782	1037	707

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TABLE 18n:

Would you say that GOING TO A CASINO in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	REGION										VISITED NB		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$40K	\$25K- \$40K	\$40K- \$75K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMP.	EMPL				
Exceeded your expectations	15	21	12	12	43	17	0	13	17	12	18	30	17	21	11	22	17	14	14	23	15	8	19	12			
Met your expectations	63	57	67	63	44	61	76	66	58	65	61	61	65	58	64	37	60	70	64	47	70	71	62	64			
Did not meet your expectations	18	13	18	14	7	17	18	13	19	17	16	8	13	18	18	28	14	15	18	22	9	17	16	17			
Nothing to compare with	2	2	1	8	0	0	6	3	2	1	3	0	1	0	4	3	3	0	2	2	2	3	1	3			
Don't know/no answer	3	5	2	3	7	4	0	3	3	5	2	0	4	5	3	10	6	1	2	5	4	1	3	4			
WEIGHTED SAMPLE SIZE (#)	361	40	83	51	18	138	34	196	208	164	197	26	42	83	297	17	82	81	197	122	196	133	179	150			
UNWEIGHTED SAMPLE SIZE (#)	358	57	81	45	19	139	17	176	180	164	194	32	43	82	198	19	83	82	101	119	108	127	185	150			

TABLE 18o:

Would you say that GOING TO A DANCE CLUB OR BAR in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	REGION				VISITED NB				GENDER				AGE				INCOME				EDUCATION				EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$40K	\$25K- \$40K	\$40K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMP.	EMPL			
Exceeded your expectations	11	11	13	8	10	13	0	12	10	13	6	17	12	0	11	19	7	14	9	14	11	10	11	12		
Met your expectations	76	78	75	80	72	74	79	78	74	75	76	72	81	77	73	68	62	66	62	70	78	78	73	73		
Did not meet your expectations	7	5	8	7	15	5	14	3	10	7	6	6	7	8	7	5	4	11	6	10	6	7	8	8		
Nothing to compare with	3	6	2	4	3	3	0	2	3	3	3	1	0	5	3	0	2	5	1	4	2	3	2	4		
Don't know/no answer	3	0	2	1	1	5	7	4	3	3	4	3	0	2	5	8	4	5	2	3	4	2	3	3		
WEIGHTED SAMPLE SIZE (N)	842	43	104	73	38	291	36	280	342	280	281	63	102	136	237	21	112	136	182	148	168	228	336	187		
UNWEIGHTED SAMPLE SIZE (N)	548	73	145	65	42	209	15	220	319	283	288	75	104	142	224	23	114	128	180	153	161	225	333	184		

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TABLE 18p:

Would you say that VISITING HISTORIC SITES in Nova Scotia (answer from q89) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	REGION																VISITED NB				GENDER		AGE					INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$18K	\$18K- \$40K	\$40K- \$74K	\$74K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMP	EMPL	EMPL	EMPL											
Exceeded your expectations	31	36	32	25	26	32	28	33	29	29	32	35	32	27	31	28	31	26	35	31	20	31	31	31	31											
Met your expectations	65	63	61	71	70	63	70	63	65	66	64	59	65	67	64	60	65	70	61	63	67	64	65	64												
Did not meet your expectations	3	0	4	3	5	3	1	2	4	4	2	4	2	5	2	5	3	3	4	4	1	4	3	3												
Nothing to compare with	1	1	1	0	0	1	0	1	1	1	0	0	1	0	1	1	1	0	0	1	1	1	0	1												
Don't know/No answer	1	0	2	1	0	1	0	1	1	1	1	1	0	1	1	0	0	1	0	2	1	0	1	1												
WEIGHTED SAMPLE SIZE (#)	1810	138	464	280	87	716	137	788	1042	868	1025	128	383	414	863	72	468	434	519	470	519	798	966	740												
UNWEIGHTED SAMPLE SIZE (n)	1528	211	448	244	121	725	89	876	952	800	1028	158	313	430	860	68	411	435	519	492	520	777	885	708												

TABLE 18q:

Would you say that VISITING MUSEUMS in Nova Scotia (answer from q89) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	REGION												VISITED NS		GENDER		AGE					INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$18K	\$18K- \$40K	\$40K- \$74K	\$74K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMP	EMPL	EMPL	EMPL					
Exceeded your expectations	26	26	26	19	32	29	24	25	27	24	28	26	23	27	27	37	23	25	37	23	25	26	25	25	25					
Met your expectations	69	70	69	74	68	67	72	70	69	71	68	68	70	70	69	59	72	69	69	70	71	66	70	69	69					
Did not meet your expectations	3	2	3	4	0	2	2	2	3	3	2	7	4	2	2	6	3	2	3	3	2	3	3	3	3					
Nothing to compare with	1	1	0	2	0	1	0	1	0	2	0	0	2	0	1	0	1	2	0	1	0	1	1	1	1					
Don't know/No answer	2	2	2	1	0	1	2	2	1	1	2	2	1	1	2	3	1	2	1	3	2	0	1	2	2					
WEIGHTED SAMPLE SIZE (#)	1424	167	353	241	73	652	97	633	781	621	663	89	234	230	723	46	308	281	415	334	285	662	734	605	605					
UNWEIGHTED SAMPLE SIZE (n)	1400	166	335	202	86	562	49	697	703	597	803	115	238	340	694	46	308	338	409	344	397	628	747	559	559					

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TABLE 18f:

Would you say that ATTENDING AN EDUCATIONAL SEMINAR/COURSE in Nova Scotia (answer from q#8) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION					VISITED NS		GENDER		AGE				INCOME			EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Exceeded your expectations	41	65	38	29	28	43	33	47	38	38	43	40	43	34	42	28	40	37	48	16	42	46	33	48
Met your expectations	54	32	56	61	59	52	67	45	58	58	53	54	48	58	54	72	56	58	47	75	55	49	83	45
Did not meet your expectations	3	0	3	3	0	3	0	3	2	3	3	0	5	4	1	0	4	1	5	0	1	3	2	3
Nothing to compare with	2	0	0	8	13	0	0	2	1	2	0	0	0	4	1	0	0	2	0	4	0	2	2	1
Don't know/no answer	1	3	3	0	0	1	0	3	1	0	3	6	4	0	1	0	0	3	0	5	3	0	0	3
WEIGHTED SAMPLE SIZE (N)	186	15	41	24	9	96	12	60	136	92	104	8	34	48	102	4	33	62	58	26	64	100	104	82
UNWEIGHTED SAMPLE SIZE (N)	185	22	38	21	14	84	6	62	123	80	105	11	34	46	91	4	35	57	53	29	59	93	100	74

TABLE 18g:

Would you say that ATTENDING FESTIVALS AND EVENTS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION					VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	L7 \$25K-\$49K	\$25K-\$49K	\$50K-\$74K	\$75K+ < H.S. P.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations Met your expectations Did not meet your expectations Nothing to compare with Don't know/No answer	25	30	27	20	20	26	21	30	22	21	28	38	29	31	19	38	23	25	28	29	28	22	22
	65	60	62	67	68	66	70	63	66	60	64	48	61	62	70	54	64	70	62	57	61	70	63
	4	4	3	7	8	4	4	2	6	6	3	12	4	3	4	3	5	3	4	3	6	4	5
	1	4	1	0	0	2	0	1	2	1	0	2	1	2	0	3	1	2	3	2	0	2	1
903	93	230	125	64	344	57	387	838	404	500	62	161	216	462	41	190	212	266	186	256	425	485	354
908	142	222	104	69	342	29	414	494	394	514	83	170	224	420	42	188	219	266	203	264	416	510	334

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TABLE 18t:

Would you say that GOING ON VACATION GETAWAYS in Nova Scotia (answer from q89) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION				VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K-\$49K	\$50K-\$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Exceeded your expectations Met your expectations Did not meet your expectations Nothing to compare with Don't know/No answer	30	41	31	18	29	32	24	32	26	25	33	43	36	32	25	53	33	27	26	31	33	27	31	26	
	65	50	66	78	61	60	76	64	66	71	60	52	56	64	70	33	66	69	68	63	61	68	64	67	
	4	9	2	2	10	6	0	4	5	3	6	5	8	4	3	10	4	2	4	5	4	4	4	4	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	1	0	2	1	0	1	0	0	1	1	1	0	0	0	2	4	1	1	0	1	2	1	0	2	
WEIGHTED SAMPLE SIZE (N)		641	47	160	92	35	250	87	248	393	344	46	117	145	328	26	128	177	182	166	208	266	359	240	
UNWEIGHTED SAMPLE SIZE (N)		648	77	153	86	49	254	29	283	365	291	357	63	120	152	309	24	141	174	183	175	207	257	378	226

TABLE 18u:

Would you say that SEEING LOCAL ARTS AND CRAFTS in Nova Scotia (answer from q89) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION				VISITED NS				GENDER		AGE			INCOME				EDUCATION			EMPLOY		
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K-\$44K	\$45K-\$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	19	23	18	16	19	23	11	19	20	16	22	21	19	21	19	18	19	19	19	21	19	18	20	19
Met your expectations	73	71	75	75	71	70	79	74	72	73	72	71	75	72	72	69	74	74	72	70	75	72	72	73
Did not meet your expectations	6	5	4	6	9	6	8	4	7	6	5	7	6	5	5	11	5	5	7	4	5	7	6	5
Nothing to compare with	1	0	1	1	0	0	0	1	1	1	0	0	0	0	1	0	1	1	0	2	0	1	1	1
Don't know/No answer	2	2	2	2	1	2	2	2	1	3	1	0	0	1	3	3	2	2	2	3	1	2	1	3
WEIGHTED SAMPLE SIZE (#)	1817	168	476	275	91	689	121	784	1033	771	1048	116	316	439	925	83	404	418	832	449	632	796	948	706
UNWEIGHTED SAMPLE SIZE (#)	1812	255	456	234	112	694	61	877	935	748	1064	139	333	466	858	58	407	416	536	464	534	777	1006	665

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TABLE 18:

Would you say that DINING OR SAMPLING MARITIME FOODS in Nova Scotia (answer from q#8) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Exceeded your expectations	35	40	35	31	33	35	39	42	30	34	36	45	37	34	33	35	36	34	38	33	34	35	32	
Met your expectations	57	56	55	63	59	57	59	54	60	58	57	49	54	56	61	58	57	58	52	59	55	58	61	
Did not meet your expectations	5	3	5	5	7	8	1	4	6	5	5	5	8	7	4	7	4	4	8	6	4	6	4	
Nothing to compare with	1	1	0	0	1	0	0	1	1	1	0	0	0	1	1	0	1	0	1	1	0	1	1	
Don't know/no answer	2	0	4	1	1	2	1	0	3	3	2	2	1	3	2	0	3	3	1	1	3	2	2	
WEIGHTED SAMPLE SIZE (N)	2126	168	826	322	120	833	187	843	1263	944	1191	149	348	494	1118	80	472	513	598	824	646	913	1129	858
UNWEIGHTED SAMPLE SIZE (N)	2122	206	513	278	145	841	79	971	1151	919	1203	182	364	514	1046	73	476	513	597	539	843	898	1172	806

TABLE 19:

How many individuals, including yourself and children, were in your party on this vacation in Nova Scotia (answer from Q#9) ?

	Wgt Overall	REGION				VISITED HS		GENDER		AGE			INCOME			EDUCATION			EMPLOY					
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-24	35-44	45-54	55+	LT \$29K \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL		
1-2	54	40	50	59	66	98	53	55	54	58	51	50	30	55	63	57	55	57	48	55	55	53	50	61
3-4	29	43	31	29	25	38	26	31	28	29	29	47	47	31	23	20	29	29	33	28	27	32	33	23
5-6	8	13	10	7	6	7	7	8	9	6	10	16	16	8	5	12	9	6	10	7	8	6	10	5
7+	8	4	8	5	4	10	14	6	10	6	10	6	7	6	10	11	7	7	9	9	9	7	7	10
Don't know/no answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2542	217	825	412	135	958	194	970	1572	1110	1432	186	427	573	1328	109	594	603	682	671	749	1048	1320	1029
UNWEIGHTED SAMPLE SIZE (#)	2535	349	602	351	168	987	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	981
MEAN	4	3	4	4	3	5	7	4	5	4	5	3	4	3	5	6	4	4	4	5	4	4	4	5

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TABLE 20:

Which of the following best describes the composition of your party on this vacation? Did you vacation:

	Wgt Overall	REGION				VISITED NS				GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MARIE ENCOMD ATL	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMP	EMPL				
As a couple	44	34	40	49	54	46	42	45	43	49	40	23	46	51	31	43	48	43	47	45	40	51		
As a family with children	20	32	28	17	14	17	17	22	19	18	22	50	23	8	8	20	20	26	16	25	27	9		
As two or more couples	10	11	9	11	7	10	10	9	10	11	9	6	4	10	12	10	8	11	12	8	9	12		
With friends(s)	8	7	7	12	9	8	6	7	9	7	8	7	7	9	15	9	9	5	9	8	8	9		
As two or more families with children	5	6	5	1	4	5	5	4	5	4	5	7	4	3	4	5	3	8	4	5	6	3		
Alone (Only if ONE in party)	4	3	4	4	6	5	4	3	5	5	4	5	4	4	13	6	3	3	3	5	5	3		
With an organized group/four	4	1	3	3	0	5	7	3	4	3	5	1	1	1	6	8	3	2	3	5	4	6		
Relatives/Family (general)	3	4	3	2	4	4	3	4	3	2	4	2	2	4	12	4	3	2	3	4	3	4		
As a couple with friends/relatives	1	0	1	1	1	1	2	1	1	1	1	0	0	1	1	0	1	0	1	1	1	1		
As a family with friends	0	1	0	0	1	0	1	1	0	0	1	0	0	0	0	1	0	0	1	0	0	0		
Family without children	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0		
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
WEIGHTED SAMPLE SIZE (#)	2642	217	425	413	135	988	194	979	1572	1110	1432	427	573	1326	109	884	603	682	671	749	1506	1320	1829	
UNWEIGHTED SAMPLE SIZE (#)	2535	349	602	351	166	987	98	1108	1427	1088	1447	446	598	1240	100	908	500	680	694	741	1048	1377	961	

TABLE 22:

Did the availability of service in French during your vacation to Nova Scotia (answer from q#9) exceed your expectations, met your expectations, or did not meet your expectations?

	REGION		VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY		
	Wgt Overall	ATL CAN	QUE	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Exceeded expectations	16	0	16	15	16	18	14	14	12	24	13	17	17	16	23	14	13	20	20	13
Met expectations	63	0	63	65	62	56	68	56	69	57	64	62	59	67	63	66	64	58	60	61
Did not meet expectations	14	100	14	19	11	17	12	11	17	11	16	14	16	13	11	17	11	14	12	18
Nothing to compare to	1	0	1	0	2	0	2	0	0	0	3	0	0	2	0	0	1	3	0	3
Don't know/No answer	6	0	6	1	9	8	4	19	3	8	4	7	7	1	3	3	12	6	7	5
WEIGHTED SAMPLE SIZE (#)	251	0	251	99	192	120	171	20	53	79	135	23	88	71	50	104	77	108	140	116
UNWEIGHTED SAMPLE SIZE (#)	251	1	250	87	164	111	140	17	45	71	116	15	81	62	45	90	59	101	128	98

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TABLE 24:

When choosing a vacation destination, is it (read responses) that the destination can offer you the majority of service in French?

	Wgt Overall	REGION		VISITED NS		GENDER		AGE				INCOME			EDUCATION			EMPLOY			
		ATL	CAN	QUE	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Critically important Important, but not critical Not very important Not at all important Depends	56	100	56	56	53	58	53	59	56	49	57	57	71	66	42	41	72	55	40	54	55
	23	0	23	26	22	24	22	24	23	24	27	22	18	12	34	35	12	20	37	26	25
	8	0	8	10	7	10	6	9	9	15	5	6	7	6	15	6	4	9	10	9	7
	9	0	9	6	10	9	9	11	11	9	10	8	3	10	8	12	7	10	9	10	6
	3	0	3	5	2	5	2	5	2	0	3	0	5	0	4	1	7	3	2	4	0
Don't know/No answer	1	0	1	0	1	1	1	0	0	0	1	1	0	3	0	0	1	2	0	1	1
WEIGHTED SAMPLE SIZE (#)	231	0	231	99	99	192	120	171	20	53	79	135	23	88	71	50	104	77	108	140	116
UNWEIGHTED SAMPLE SIZE (#)	251	1	250	87	87	164	111	140	17	45	71	116	15	81	62	45	90	59	101	128	98

TABLE 25:

Do you recall receiving a video in the mail promoting Nova Scotia?

	Wgt Overall	REGION QUE	VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
			YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	89	89	54	87	83	94	100	100	88	85	100	90	83	85	95	79	88	93	83
No	9	9	6	10	13	6	0	0	12	10	0	10	13	10	5	21	7	5	14
Don't know/No answer	2	2	0	3	4	0	0	0	0	4	0	0	4	5	0	0	5	2	2
WEIGHTED SAMPLE SIZE (#)	77	77	24	53	36	41	4	12	25	36	2	32	18	15	31	14	32	42	32
UNWEIGHTED SAMPLE SIZE (#)	102	102	32	70	48	54	5	16	33	48	3	42	24	20	41	19	42	55	42

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TABLE 25a:

Did you, or did anyone else in your household watch the video promoting Nova Scotia?

	Wgt Overall	REGION		VISITED NS		GENDER		AGE			INCOME				EDUCATION			EMPLOY		
		QUE		YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	89	89		100	84	95	84	80	81	97	88	67	89	80	94	90	93	86	90	86
No	11	11		0	16	5	16	20	19	3	12	33	11	20	6	10	7	14	10	14
WEIGHTED SAMPLE SIZE (#)	69	69		23	46	30	39	4	12	22	31	2	29	15	13	29	11	28	39	26
UNWEIGHTED SAMPLE SIZE (#)	91	91		30	61	40	51	5	16	29	41	3	38	20	17	39	15	37	51	35

TABLE 26:

To what extent, if at all, did the video influence your decision to visit Nova Scotia? Did the video have a:

	Wgt Overall	REGION		VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY			
		QUE		YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Significantly positive effect on your decision to visit Nova Scotia Somewhat positive effect No effect one way or another to visit Nova Scotia Somewhat negative effect Don't know/No answer	28	28		33	25	34	23	0	38	25	31	0	25	19	44	31	21	28	30	23
	49	49		40	55	45	53	50	46	57	44	0	56	56	50	49	50	50	52	43
	14	14		17	12	13	14	25	8	11	17	100	9	13	6	11	14	16	9	23
	1	1		0	2	0	2	0	0	4	0	0	3	0	0	0	7	0	2	0
	7	7		10	6	8	7	25	8	4	8	0	6	13	0	9	7	6	7	10
WEIGHTED SAMPLE SIZE (#)	61	61		23	39	29	32	3	10	21	27	2	26	12	12	26	11	24	35	23
UNWEIGHTED SAMPLE SIZE (#)	81	81		30	51	38	43	4	13	28	36	2	34	16	16	35	14	32	46	30

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TABLE 26a:

Thinking to your future vacation plans, does watching the video (responses) the chances that you will take a vacation in Nova Scotia in the future?

	Wgt Overall	REGION		VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		QUE	ATL CAN	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Increase	75	75	100	67	80	71	79	75	85	75	72	50	71	94	75	83	57	75	80	63
Have no influence on	21	21	0	27	18	26	16	25	15	21	22	50	24	6	25	14	36	22	20	27
Don't know/No answer	4	4	0	7	2	3	5	0	0	4	6	0	6	0	0	3	7	3	0	10
WEIGHTED SAMPLE SIZE (#)	61	61	0	23	39	29	32	3	10	21	27	2	26	12	12	26	11	24	35	23
UNWEIGHTED SAMPLE SIZE (#)	81	81	0	30	51	38	43	4	13	28	36	2	34	16	16	35	14	32	46	30

TABLE 27:

(Ask only if vacationed in Nova Scotia in June, Jul, Aug, Sept., Oct., or Nov in Q#7) During your vacation to Nova Scotia, did you notice any programs specifically designed to provide services to French-speaking visitors?

	Wgt Overall	REGION		VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	QUE	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	72	100	72	72	72	55	86	100	95	55	70	100	71	89	74	69	81	69	69	71
No	28	0	28	28	28	45	14	0	5	45	30	0	29	11	26	31	19	31	31	29
WEIGHTED SAMPLE SIZE (#)	99	0	99	99	99	45	54	4	17	27	50	2	27	31	19	38	25	36	46	45
UNWEIGHTED SAMPLE SIZE (#)	87	1	86	87	87	42	45	3	14	27	42	2	24	25	18	33	21	33	43	38

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TABLE 27a:

Can you recall the name of this program?

	Wgt Overall	REGION		VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY				
		ATL	CAN	QUE	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K- \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+ \$74K	<H.S. P.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Ici, on Parle Français	3	0	3	3	6	1	2	4	0	7	0	3	0	3	4	0	5	0	3	4	2
Other	53	100	53	53	50	55	56	52	49	37	62	55	66	48	52	60	59	62	44	50	58
Don't know/No answer	44	0	44	43	44	44	42	45	51	56	38	41	34	50	43	40	36	38	53	46	40
WEIGHTED SAMPLE SIZE (#)	168	0	187	63	63	126	74	113	13	36	60	86	17	69	66	32	67	42	77	87	76
UNWEIGHTED SAMPLE SIZE (#)	163	1	162	54	54	109	71	92	11	30	46	74	11	57	46	28	56	32	74	82	64

TABLE 27b:

Ici, on Parle Français is a program designed to meet the needs of French visitors by highlighting to visitors those tourism operators and attractions which provide services in French. Were you aware of this program during this visit to Nova Scotia?

	Wgt Overall	REGION			GENDER		VISITED NS		AGE			INCOME			EDUCATION			EMPLOY			
		ATL	CAN	QUE	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	39	100	38	43	43	36	38	39	37	35	35	42	32	39	36	41	35	50	34	33	47
No	61	0	62	57	64	64	62	61	63	65	65	58	68	61	64	59	65	50	66	67	53
WEIGHTED SAMPLE SIZE (#)	162	0	162	69	69	123	73	109	13	32	60	83	17	67	63	32	63	42	76	84	76
UNWEIGHTED SAMPLE SIZE (#)	158	1	157	50	108	69	69	89	11	28	46	71	11	55	44	28	53	32	72	80	62

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TABLE 28:

Which of the following means of transportation did you use to travel to Nova Scotia(answer from Q19)?

	Wgt Overall	REGION				VISITED NS		GENDER		AGE			INCOME				EDUCATION			EMPLOY					
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$25K-\$49K	\$50K-\$74K	\$75K+	<H.S. P.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Passenger vehicle	72	87	71	78	73	67	68	76	68	70	74	78	78	72	70	69	74	73	71	74	73	71	73	72	
Commercial airline/Private plane	21	5	23	13	15	25	27	10	27	22	20	24	18	21	21	15	15	18	27	15	19	25	23	18	
Recreational vehicle	8	7	9	11	10	5	9	10	7	8	8	3	7	10	8	7	11	9	6	10	9	6	7	9	
Bus/Motorcoach	6	2	4	7	4	6	12	4	6	4	6	1	2	4	8	10	7	4	3	7	7	4	4	8	
Bar Harbour to Yarmouth/Cat	4	2	1	0	13	6	6	9	0	4	4	1	4	4	4	2	3	3	5	4	3	4	4	4	
Ship/Ferry	4	3	3	4	4	3	3	3	4	4	3	3	2	3	4	2	4	4	4	4	3	4	3	4	
Portland to Yarmouth	3	0	0	0	6	7	3	8	0	3	3	1	2	3	4	4	2	3	4	2	3	4	3	3	
Train	2	2	3	3	1	2	3	1	3	2	2	3	2	2	3	0	2	1	2	2	2	2	2	3	
Cruise ship	1	0	0	0	0	3	3	0	2	1	2	0	1	1	2	0	0	1	2	2	1	1	1	2	
Digby to St. John	1	1	2	1	3	1	1	3	0	2	1	1	1	1	1	0	2	1	1	2	1	1	1	1	
Caribou to Wood Island	1	1	2	1	8	0	1	2	0	1	1	0	2	0	1	1	1	1	1	1	1	1	1	1	
Motorcycle	1	0	1	1	8	1	0	1	1	1	0	0	1	1	0	1	1	1	1	1	1	0	1	0	
Sydney to Port aux Basques	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	
Sydney to Argentina	0	2	0	0	8	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	
Other	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	0	0	0	1	0	0
Don't Know/ No Answer	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	
WEIGHTED SAMPLE SIZE (#)	2540	217	626	412	135	957	194	943	1572	1110	1430	186	427	572	1328	106	592	603	642	648	749	1048	1318	1020	
UNWEIGHTED SAMPLE SIZE (#)	2534	349	602	351	168	966	98	1107	1427	1088	1446	229	446	597	1240	100	607	600	680	693	741	1048	1378	981	

TABLE 29:

Did you purchase any travel packages that included transportation and/or accommodations on your most recent vacation in Nova Scotia(answer to Q19)?

	Wgt Overall	REGION				VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K-\$49K	\$50K-\$74K	\$75K+ <H.S. P.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	15	5	12	10	12	19	20	11	17	13	16	12	13	13	16	12	13	12	16	15	14	15	14	16
No	85	94	86	89	87	80	80	88	83	87	84	88	87	86	83	88	87	87	83	86	86	84	85	84
Don't know/No answer	0	1	0	1	0	0	0	1	0	0	0	1	0	0	1	0	1	0	1	1	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	2542	217	625	412	135	958	194	970	1572	1110	1432	186	427	573	1328	106	594	603	682	671	749	1068	1329	1020
UNWEIGHTED SAMPLE SIZE (#)	2535	349	602	351	168	967	98	1108	1427	1088	1447	229	446	598	1240	100	608	600	680	694	741	1048	1377	981

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TABLE 30:

Did you contact a travel agent to assist you with planning your most recent vacation in Nova Scotia (answer to Q49)?

	Wgt Overall	REGION				VISITED NS				GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$44K	\$25K-\$44K	\$45K-\$74K	\$75K+	< H.S.	SOME H.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	14	5	18	12	7	15	19	9	17	14	14	12	13	14	15	11	14	13	15	14	14	14	15	14
No	65	94	81	68	92	85	86	90	82	66	85	86	87	85	84	89	86	86	85	85	85	85	85	85
Don't know/No answer	1	1	0	1	1	1	1	1	0	0	1	1	0	1	1	1	0	1	0	1	1	0	1	0
WEIGHTED SAMPLE SIZE (#)	2542	217	625	412	135	555	194	979	1572	1110	1432	186	427	573	1328	109	894	903	962	871	749	1048	1320	1020
UNWEIGHTED SAMPLE SIZE (#)	2535	349	602	351	168	967	85	1108	1427	1058	1447	229	446	598	1240	100	608	600	680	894	741	1048	1377	981

TABLE 31:

Did you contact a travel agent for any of the following reasons?

	Wgt Overall	REGION				VISITED NS				GENDER		AGE				INCOME				EDUCATION				EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K-\$44K	\$45K-\$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
To book your vacation	70	61	62	74	87	77	69	45	78	70	70	82	66	66	71	84	68	71	68	67	66	74	70	63	
For information about your vacation	52	55	45	73	22	56	43	47	54	53	52	65	44	56	51	40	44	65	49	59	57	43	55	48	
For assistance with planning your vacation	52	63	47	64	44	53	43	54	51	53	51	48	53	48	52	24	44	63	46	50	56	47	55	47	
To purchase a travel package or tour	35	2	25	48	19	43	33	20	40	34	36	28	35	29	38	38	32	42	28	35	28	39	37	34	
To help you decide where you should go for your vacation	16	37	17	17	14	23	0	24	16	21	16	39	18	13	18	12	15	23	18	19	21	15	19	17	
Did not contact travel agent for any of those reasons	8	0	11	5	14	7	15	13	7	7	10	5	10	8	9	1	9	4	16	9	10	8	6	12	
Don't know/No answer	2	0	3	0	0	4	0	3	2	3	2	0	1	4	2	5	3	1	4	2	1	4	2	4	
WEIGHTED SAMPLE SIZE (#)	362	11	115	48	9	141	38	91	271	197	206	23	84	83	197	12	84	80	100	94	165	154	192	147	
UNWEIGHTED SAMPLE SIZE (#)	348	18	110	39	16	146	18	105	243	145	203	28	50	85	182	10	73	84	95	88	108	144	194	130	

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

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TABLE 32:

Did your travel agent play a (read responses) role in terms of helping you choose a vacation destination?

	Wgt Overall	REGION				VISITED IN				GENDER		AGE				INCOME				EDUCATION				EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$40K	\$25K-\$40K \$40K-\$75K	\$75K-\$100K	<H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL		
Critically important	15	14	10	32	12	17	5	12	17	16	15	13	15	10	14	55	23	9	8	26	15	0	15	15	
Important, but not critical	33	64	32	24	3	36	32	38	31	38	35	35	27	22	39	13	34	47	27	28	30	36	32	35	
Not very important	17	7	22	15	8	17	10	20	17	15	19	18	25	24	12	15	14	18	19	15	18	18	20	14	
Not at all important	32	16	33	18	76	28	52	25	34	29	34	34	32	35	31	17	20	23	42	30	34	33	32	32	
Don't know/No answer	3	0	2	11	0	2	0	4	2	4	2	0	1	0	5	0	1	3	3	1	3	4	1	5	
WEIGHTED SAMPLE SIZE (#)	362	11	118	48	9	141	38	91	187	187	206	23	54	83	197	12	84	80	100	84	168	154	193	147	
UNWEIGHTED SAMPLE SIZE (#)	348	18	110	39	10	146	19	105	243	145	203	28	50	85	182	10	73	84	95	88	109	144	184	130	

TABLE 33:

How many nights, in total did you spend during your vacation in Nova Scotia (answer to Q# 9)?

	Wgt Overall	REGION				VISITED IN		GENDER		AGE				INCOME				EDUCATION				EMPLOY		
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$40K	\$40K- \$75K	\$75K+ c H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Less than 3	8	17	4	8	16	6	12	10	7	7	8	9	6	7	9	16	9	8	6	10	8	7	6	8
3-4	24	40	21	21	26	24	19	23	24	23	24	29	25	24	22	28	25	25	21	25	24	22	24	23
5-7	33	27	32	28	37	35	33	31	34	33	32	32	37	32	32	30	32	31	35	33	35	31	34	31
8+	35	17	42	41	20	33	36	34	35	36	34	28	31	36	36	22	33	34	38	31	32	39	34	36
Don't know/No answer	1	0	1	2	2	2	0	2	1	1	1	1	1	1	1	2	1	2	1	2	1	1	1	2
WEIGHTED SAMPLE SIZE (#)	2542	217	635	412	135	938	938	979	1872	1116	1432	186	427	573	1238	169	594	603	682	671	749	1048	1320	910
UNWEIGHTED SAMPLE SIZE (#)	2535	349	602	351	168	987	987	1108	1427	1088	1447	229	448	598	1240	100	608	680	680	684	741	1048	1377	961
	8.0	5.5	8.9	8.9	7.9	7.8	7.5	8.4	8.2	7.9	8.2	6.7	7.3	7.9	8.5	6.7	7.6	8.0	8.6	7.7	7.8	8.6	7.5	8.7

Average is not include "0"

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

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Tables by Market

TABLE 34_1:

And how many of these nights did you stay: With friends/relatives:

	Wgt Overall	REGION							VERIFIED NTS		GENDER		AGE					INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$13K \$49K	\$13K-\$14K	\$14K-\$15K \$74K	\$15K-\$16K	\$16K+ \$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
0	71	61	61	70	83	80	71	76	68	73	70	62	67	69	76	61	65	70	77	69	69	70	74	71	74	
1-2	6	13	6	9	4	4	6	6	6	7	6	10	7	7	5	4	6	7	6	6	6	6	7	7	5	
3-4	7	15	8	8	3	5	5	6	8	7	7	10	6	9	5	11	6	8	6	7	6	6	6	6	6	
5-7	7	5	10	4	5	7	11	5	9	6	8	8	9	7	7	14	6	7	5	9	9	8	6	7	7	
8+	7	6	13	8	4	3	4	5	6	6	8	9	7	6	7	8	6	7	6	7	6	7	7	7	7	
Don't know/No answer	1	0	0	2	1	1	0	1	0	1	1	0	1	1	1	2	0	1	0	1	0	1	0	1	1	
WEIGHTED SAMPLE SIZE (#)	2542	217	638	412	135	666	194	979	1872	1110	1432	166	427	873	1338	109	646	682	682	671	749	1048	1330	1020		
UNWEIGHTED SAMPLE SIZE (#)	2535	340	602	351	108	967	98	1108	1427	1008	1447	229	446	508	1240	100	600	600	600	604	741	1048	1377	961		
MEAN	8.4	4.4	7.4	7.0	5.9	5.9	5.5	5.1	7.0	6.2	6.5	5.8	5.9	5.8	7.2	8.0	6.0	5.9	7.4	6.7	6.3	6.3	6.0	7.1		

Averages do not include "0"

TABLE 34_2:

And how many of these nights did you stay: In a hotel/motel:

	REGION										VERIFIED NTS		GENDER		AGE			INCOME			EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$13K	\$13K-\$14K	\$14K-\$15K	\$15K-\$16K	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
0	45	62	51	49	43	38	35	44	46	40	49	56	55	45	40	55	52	46	40	43	40	43	40	41	
1	10	12	8	11	12	8	17	12	9	8	10	9	10	10	10	10	11	12	8	12	9	9	11	9	
2	10	12	8	9	12	10	9	8	11	11	8	13	9	11	8	7	8	7	12	8	10	10	10	10	
3	8	7	6	6	10	8	12	6	6	8	6	8	5	8	8	10	7	10	7	10	6	7	7	9	
4	8	7	6	6	10	8	12	6	6	8	6	8	5	8	8	10	7	10	7	10	6	7	7	9	
5	5	2	6	6	6	6	2	5	5	5	5	2	4	6	5	4	3	5	7	6	4	5	5	6	
6+	22	8	10	18	16	20	25	22	21	25	19	12	16	20	20	13	19	20	25	19	20	25	21	24	
Don't know/No answer	1	0	0	2	1	1	0	2	0	1	1	0	1	1	1	2	0	1	0	1	0	1	1	1	
WEIGHTED SAMPLE SIZE (#)	2842	217	638	412	135	666	194	979	1872	1110	1432	146	427	873	1338	109	646	682	682	671	749	1048	1330	1020	
UNWEIGHTED SAMPLE SIZE (#)	2535	340	602	351	108	967	98	1108	1427	1008	1447	229	446	508	1240	100	600	600	600	604	741	1048	1377	991	
MEAN	5.4	3.3	5.5	5.4	4.1	5.8	5.5	4.8	5.7	5.9	5.0	4.1	4.8	5.2	5.8	4.0	5.4	5.2	5.7	5.1	5.3	5.8	5.1	6.0	

Averages do not include "0"

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2001 Tourism Conversion Study

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TABLE 34_3:

And how many of these nights did you stay: In campground/trailer parks:

	REGION										VISITED IN		GENDER		AGE				INCOME				EDUCATION				EMPLOY			
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K-\$40K	\$40K-\$55K	\$55K-\$70K	\$70K+	< H.S.	SOME P.S.	GRAD P.S.	EMP.	EMP.	EMP.	EMP.			
0	64	77	84	79	84	81	80	77	80	64	64	79	75	83	80	83	81	81	87	83	85	85	87	82	87	87	87	87		
1-2	2	5	2	4	1	3	3	2	2	2	2	6	1	3	2	5	3	3	3	3	3	3	4	4	2	4	2	2		
3	3	0	3	5	7	1	3	5	2	3	4	5	7	3	2	3	5	3	3	3	3	3	4	5	3	3	3	3		
3-4	4	6	5	7	3	3	2	5	3	3	5	6	9	4	2	5	4	5	5	5	5	4	5	4	6	6	6	6		
5-7	6	3	5	12	4	4	3	9	4	6	5	3	7	6	2	6	8	8	4	8	4	8	5	4	6	6	6	6		
8+	1	1	0	2	1	1	0	2	0	1	1	0	1	1	1	2	0	1	0	1	0	1	0	0	1	1	1	1		
Don't know/No answer	2542	217	425	412	135	164	1072	1110	1432	186	427	873	1328	109	894	683	683	683	683	683	683	683	683	683	683	683	683	683		
WEIGHTED SAMPLE SIZE (N)	2535	240	602	351	150	887	88	1108	1427	1088	1467	229	448	508	1240	100	600	600	600	600	600	600	600	600	600	600	600	600		
UNWEIGHTED SAMPLE SIZE (N)	7.6	5.0	7.1	8.1	7.3	9.7	5.5	7.8	7.5	0.0	7.4	4.5	6.7	7.1	8.3	8.2	8.4	8.6	7.6	9.0	7.3	7.9	7.9	7.9	7.9	7.9	7.9	7.9		
MEAN																														

TABLE 34_4:

And how many of these nights did you stay: In Bed & Breakfasts:

	Wgt Overall	REGION				VISITED IN			GENDER		AGE				INCOME				EDUCATION			EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K-\$40K	\$40K-\$55K	\$55K-\$70K	\$70K+	< H.S.	SOME P.S.	GRAD P.S.	EMP.	EMP.	NOT EMP.
0	100	83	69	87	97	100	94	94	93	69	80	91	93	87	89	87	92	89	87	83	88	87	89	89	89	89
1-2	4	3	5	5	6	3	1	6	2	4	3	4	3	4	4	7	3	4	4	3	5	3	4	4	4	4
3	3	3	2	4	4	3	2	4	2	3	3	3	3	5	3	4	3	2	4	1	2	5	3	3	2	2
3-4	2	1	2	1	2	3	0	3	1	2	1	2	1	1	2	1	1	3	1	1	2	3	2	1	2	2
5-7	1	0	2	2	1	1	3	2	1	2	1	0	1	2	2	0	1	1	3	1	1	2	1	2	1	1
8+	1	0	0	2	1	1	0	2	0	1	1	0	1	1	1	2	0	1	0	1	0	0	1	1	1	1
Don't know/no answer	2542	217	435	412	135	160	194	876	1672	1110	1432	186	427	873	1328	169	894	683	683	671	749	1069	1328	1020	1020	1020
WEIGHTED SAMPLE SIZE (N)	2535	249	602	351	169	897	108	1108	1427	1080	1447	229	448	508	1240	100	600	600	600	604	741	1048	1377	961	961	961
UNWEIGHTED SAMPLE SIZE (N)	4.3	2.9	4.2	4.2	3.5	4.6	5.6	4.2	4.5	4.6	4.1	3.6	3.8	4.4	4.5	2.4	3.7	4.4	4.8	3.8	3.8	4.0	4.0	4.0	4.0	4.0
MEAN																										

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

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Tables by Market

TABLE 34_5:

And how many of these nights did you stay: In country Inns:

Wgt Overall	ATL CAN	ONT	QUE	REGION	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$40K	\$40K- \$55K	\$55K- \$70K	< H.S.	SOME P.S.	GRAD P.S.	EMPLOY
97	99	98	97	96	97	100	96	98	97	98	97	97	96	97	98	99	96	98	98	97	97	97
1	0	1	1	1	0	0	1	0	1	0	1	0	1	0	1	0	1	0	1	1	1	0
2	1	0	1	1	1	0	1	0	1	0	1	1	1	0	0	0	1	1	1	0	1	0
3	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8+	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/no answer	1	0	2	1	1	0	1	0	1	0	1	1	1	1	2	0	1	0	1	0	0	1
2542	217	626	412	136	968	194	979	1872	1116	1432	196	427	873	1318	1199	884	841	842	871	748	1040	1020
2535	349	602	351	188	967	98	1108	1427	1038	1447	229	446	568	1240	1001	608	500	880	804	741	1048	1377
3.1	3.4	2.1	2.5	2.5	4.0	1.0	2.2	4.1	2.8	3.3	2.9	3.3	1.9	3.6	-	2.0	3.6	2.5	2.3	3.9	2.6	2.5
MEAN																						
WEIGHTED SAMPLE SIZE (#)																						
UNWEIGHTED SAMPLE SIZE (#)																						
MEAN																						

Averages do not include "0"

TABLE 34_6:

And how many of these nights did you stay: Other:

Wgt Overall	ATL CAN	ONT	QUE	REGION	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$40K	\$40K- \$55K	\$55K- \$70K	< H.S.	SOME P.S.	GRAD P.S.	EMPLOY
85	80	84	80	88	82	84	89	82	88	82	87	83	85	85	86	85	88	83	85	84	84	85
2	2	2	2	0	2	0	2	1	1	2	4	1	2	2	4	2	2	1	2	2	2	2
1-2	2	4	2	1	2	3	2	2	2	2	3	4	2	2	2	3	3	2	3	2	2	2
3-4	5	4	4	1	8	6	2	7	4	6	3	7	4	5	4	4	3	7	4	6	5	4
5-7	6	2	7	5	4	7	5	3	7	5	6	6	6	6	2	5	5	6	5	4	7	5
8+	1	0	0	2	1	0	2	0	1	1	0	1	1	1	2	0	1	1	1	0	1	1
Don't know/no answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2542	217	626	412	136	968	194	979	1872	1116	1432	196	427	873	1318	1199	884	841	842	871	748	1040	1020
2535	349	602	351	188	967	98	1108	1427	1038	1447	229	446	568	1240	1001	608	500	880	804	741	1048	1377
9.4	6.3	9.6	11.4	12.2	9.1	8.4	8.0	9.8	9.1	9.5	7.4	7.5	10.1	9.8	5.4	8.2	9.6	9.5	8.0	8.1	10.8	7.9
MEAN																						
WEIGHTED SAMPLE SIZE (#)																						
UNWEIGHTED SAMPLE SIZE (#)																						
MEAN																						

Averages do not include "0"

NOVA SCOTIA DEPARTMENT OF TOURISM & CULTURE MARKETING DIVISION

2001 Tourism Conversion Study

Tables by Market

TABLE 34a:

Were there any specific areas or attractions that you planned to visit in Nova Scotia, prior to coming to Nova Scotia?

	Wgt Overall	REGION				VISITED 148		GENDER		AGE				INCOME				EDUCATION			EMPLOY		
		ATL CAN	ONT	QUE	MARNE	NEW ENGINID	OTHER ATL	YES	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+ P.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Halifax area Cape Breton Island Cabot Trail Peggy's Cove Louisburg/Fortress of Louisburg Annapolis Valley Lunenburg South Shore Bay of Fundy area Yarmouth/Digby/Evangeline Trail Sunrise Trail Sydney area Goosecap Trail Light House Route Malbone Bay Truro Alexander Graham Bell Museum/Baddeck All of the province/Trails Marine Drive North Shore Other No/None/No particular area Don't know/No answer	23	10	33	23	19	21	19	23	28	19	27	26	18	23	14	17	27	27	17	23	28	25	21
	22	14	26	21	26	22	20	22	20	19	20	27	24	19	11	23	17	28	16	17	29	25	19
	19	12	22	25	11	14	20	18	17	19	25	17	12	21	17	18	18	20	24	16	16	18	20
	16	7	22	8	7	18	29	16	16	16	11	11	14	20	14	17	15	15	18	19	12	15	18
	10	4	13	22	5	6	11	10	12	9	11	13	6	11	2	10	11	11	12	8	12	10	11
	8	13	10	4	3	6	8	8	9	7	12	7	10	7	2	9	9	9	7	5	11	9	7
	8	2	12	9	8	7	4	8	9	7	7	6	6	10	0	8	10	6	9	9	6	9	
	5	4	7	6	3	3	10	5	6	5	3	4	5	7	6	4	5	8	4	5	6	4	6
	5	0	6	5	1	9	7	5	6	5	7	5	6	5	3	6	6	5	7	2	7	6	5
	5	2	4	4	3	8	10	5	5	5	3	5	3	6	5	3	6	5	3	6	6	5	6
	3	2	4	4	0	2	4	3	2	3	3	3	2	2	1	1	2	4	1	4	3	3	3
	2	1	3	0	2	2	8	2	2	2	1	2	1	3	2	2	2	3	2	1	4	2	2
	2	1	3	0	4	3	0	2	2	2	2	2	2	2	3	0	2	2	2	2	2	1	3
	2	1	2	0	0	2	14	2	2	2	2	0	1	2	3	5	1	2	3	2	1	3	2
	2	2	4	0	2	1	0	2	2	2	1	4	1	2	1	0	3	2	1	2	2	1	2
	2	2	1	0	9	2	0	2	2	2	1	1	2	1	2	7	2	2	1	2	1	1	3
	2	0	2	1	0	3	0	2	2	2	2	1	2	2	2	3	1	1	2	0	2	2	1
	1	1	1	2	0	1	0	1	1	1	1	2	3	1	0	0	1	1	1	2	1	2	1
	1	0	1	2	0	1	0	1	2	1	0	1	0	1	0	1	0	2	1	1	1	1	1
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
7	4	7	11	3	8	11	7	9	6	9	6	8	7	7	7	7	7	8	5	7	7	6	
29	44	21	28	41	27	27	29	26	31	26	24	33	29	42	34	26	24	34	34	21	26	32	
2	0	1	4	6	1	0	2	2	1	0	0	3	2	1	1	1	1	2	2	1	1	2	
WEIGHTED SAMPLE SIZE (#)	970	166	295	138	54	262	54	976	483	567	76	188	220	470	37	215	238	270	280	262	402	510	384
UNWEIGHTED SAMPLE SIZE (#)	1108	273	325	121	65	317	27	1108	455	653	110	226	263	495	46	256	261	308	332	306	444	617	408

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TABLE 36:
During your vacation in Nova Scotia, what particular regions or attractions did you visit?

	Wgt Overall	REGION			VISITED NS		GENDER		AGE			INCOME				EDUCATION			EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	MALE	FEMALE	15-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Halifax area	46	29	59	46	29	43	66	46	52	43	41	49	47	46	51	35	43	54	37	49	52	45	47
Peggy's Cove	19	8	27	13	12	19	37	19	18	20	14	15	18	23	20	20	20	17	18	25	17	19	21
Cape Breton Island	33	26	38	25	35	36	30	33	39	29	26	35	35	32	22	33	31	38	25	28	40	34	31
Sydney area	5	4	5	5	0	3	15	5	3	5	9	4	2	5	14	4	4	5	4	5	5	4	5
Annapolis Valley	13	23	14	3	13	11	11	13	12	13	11	13	18	11	8	17	13	12	14	11	15	14	12
South Shore	11	11	13	9	3	9	14	11	14	9	7	10	13	11	16	10	14	13	12	10	11	10	11
Bay of Fundy area	7	3	6	7	3	11	7	7	9	5	7	3	8	8	12	7	9	6	7	6	7	6	9
Cabot Trail	19	15	20	27	8	16	22	19	17	20	23	15	14	21	17	21	15	21	23	19	15	17	20
Louisburg/Fortress of Louisburg	10	5	11	22	14	4	11	10	8	11	11	10	7	11	2	10	8	10	10	7	12	8	12
Lunenburg	10	6	15	13	4	6	14	10	9	11	7	9	12	10	11	10	8	14	7	11	11	9	12
Mahone Bay	3	3	6	1	1	2	8	3	3	4	3	4	2	4	0	4	2	4	2	4	4	3	3
Alexander Graham Bell Museum/Baddeck	3	3	3	2	5	3	4	7	3	4	3	3	2	1	4	12	2	3	3	3	3	2	5
All of the province/trails	4	2	3	1	3	7	8	4	4	4	1	5	3	4	5	6	4	3	3	4	3	3	4
Yarmouth/Digby/Evangeline Trail	13	6	13	10	14	20	15	13	13	13	10	11	17	13	9	16	13	16	10	16	15	12	16
Glooscap Trail	3	3	3	4	1	10	2	0	3	4	3	3	3	2	4	2	4	2	3	3	3	3	4
Truro	3	3	2	1	9	5	8	3	3	3	3	3	1	5	4	3	5	2	2	4	4	2	5
North Shore	1	1	2	1	1	0	0	1	1	1	2	1	1	1	0	0	1	2	1	2	1	2	0
Sunrise Trail	6	10	6	7	4	4	4	6	6	6	7	10	6	5	2	5	7	8	6	3	8	7	5
Marine Drive	1	1	0	0	2	2	4	1	2	1	0	0	1	2	0	2	2	1	0	1	2	1	2
Light House Route	4	4	3	1	11	4	11	4	3	4	0	4	8	3	4	3	3	6	3	4	4	5	3
Other	9	8	5	12	10	10	19	9	9	9	8	8	8	10	12	10	6	7	14	10	5	9	10
No/None/no particular areas	4	4	3	6	7	5	4	4	3	5	4	3	4	6	5	4	5	3	8	3	3	5	4
Don't know/No answer	2	0	2	4	2	2	0	2	1	3	1	2	2	3	0	3	2	2	3	2	1	2	3
WEIGHTED SAMPLE SIZE (#)	970	166	295	138	54	262	54	970	403	567	76	188	220	470	37	215	238	270	280	282	482	510	384
UNWEIGHTED SAMPLE SIZE (#)	1108	273	305	121	65	317	27	1108	455	653	110	226	263	495	46	256	261	308	332	306	444	617	408

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TABLE 37:

How many nights, if any, did you spend on Cape Breton Island?

	OVERALL	REGION					VISIT ED NS	GENDER		AGE					INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND ATL		OTHER	YES	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL
None	49	60	38	42	61	54	48	49	43	52	54	47	53	46	57	48	52	47	44	57	47	49	47
1	9	4	12	10	10	7	11	9	9	8	5	7	9	10	3	8	8	0	11	6	9	7	11
2	13	6	16	14	9	12	15	13	13	13	9	11	14	14	10	10	10	16	14	14	12	13	13
3	9	10	9	12	3	9	7	9	13	7	7	10	7	11	13	13	10	8	10	0	10	9	11
4-6	13	14	14	12	8	11	15	13	13	13	15	19	10	12	14	13	12	13	14	11	13	14	12
7+	0	6	7	7	6	6	4	6	8	5	10	6	7	6	3	7	7	6	5	3	0	7	5
Don't know/no answer	1	0	0	3	1	1	0	1	1	1	1	0	0	1	0	0	0	1	2	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	970	166	265	136	54	262	54	970	483	567	76	188	220	470	37	215	238	270	260	262	462	510	384
UNWEIGHTED SAMPLE SIZE (#)	1108	273	305	121	65	317	27	1108	455	653	110	226	263	495	46	256	281	308	332	308	444	617	408
MEAN	3.6	4.4	3.6	3.4	3.4	3.6	2.9	3.6	3.7	3.5	4.5	4.1	3.7	3.3	3.9	3.8	3.6	3.8	3.3	3.1	4.0	3.8	3.2

Mean results do not include "0" nights

TABLE 42a:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia?
Food/Beverage: \$

	Wgt Overall	REGION				NEW ENGLAND ATL	VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE		YES	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+	<H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
None	4	1	3	7	2	5	0	4	5	3	0	1	4	5	2	3	4	2	4	5	2	3	5
\$1 - \$19	2	2	1	0	3	4	0	2	2	2	3	1	1	3	10	1	2	1	4	1	1	1	3
\$20 - \$49	18	21	19	31	14	23	18	17	19	26	21	16	18	26	20	19	11	22	18	17	18	19	3
\$50 - \$74	21	28	19	22	10	20	25	21	20	21	20	25	24	16	25	23	22	23	22	23	19	24	17
\$75 or more	32	20	30	31	27	30	33	32	36	28	25	34	35	31	10	26	32	47	24	28	41	36	28
Don't know/no answer	23	19	20	30	27	26	19	23	18	27	16	18	20	26	27	17	20	16	25	25	19	18	28
WEIGHTED SAMPLE SIZE (#)	970	166	286	138	54	262	54	970	483	567	76	188	220	470	37	215	238	270	280	262	402	510	384
UNWEIGHTED SAMPLE SIZE (#)	1108	273	306	121	65	317	27	1108	455	653	110	226	263	485	48	256	261	308	332	308	444	617	408
MEAN	71	68	72	72	68	68	83	71	77	66	66	68	73	71	47	63	66	87	63	66	78	74	66

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TABLE 42b:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia?
Lodging/Accommodations: \$

	Wgt Overall	REGION			VISITED NS		GENDER		AGE				INCOME				EDUCATION		EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLND	OTHER	YES	MALE	FEMALE	18-34	35-44	45-64	55+	LT \$25K- \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
None \$1 - \$19 \$20 - \$49 \$50 - \$74 \$75 or more	13	19	14	12	10	12	7	13	13	14	17	14	11	14	26	14	13	10	13	19	10	14	13
	2	2	3	2	2	2	0	2	2	2	3	4	3	1	0	3	2	3	1	1	3	3	1
	14	15	16	19	18	8	11	14	13	15	18	24	12	11	15	19	14	12	17	13	13	16	11
	8	12	7	7	7	10	0	8	9	8	7	8	10	8	16	8	10	7	13	7	7	9	8
	43	41	48	27	35	47	56	43	50	39	42	39	47	45	14	42	48	55	36	40	52	45	44
Don't know/no answer	19	11	11	33	29	21	26	19	14	22	12	12	17	22	30	14	13	13	20	20	15	14	23
WEIGHTED SAMPLE SIZE (#)	970	166	295	138	54	262	54	970	403	567	76	188	220	470	37	215	238	270	280	262	402	510	384
UNWEIGHTED SAMPLE SIZE (#)	1108	273	305	121	65	317	27	1108	455	653	110	226	263	495	46	256	261	308	332	306	444	617	408
MEAN	74	67	75	61	67	81	100	74	81	69	76	68	80	74	43	65	74	90	65	70	84	76	74

TABLE 42c:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia?
Entertainment/Attractions: \$

	Wgt Overall	REGION			VISITED NS		GENDER		AGE				INCOME			EDUCATION		EMPLOY					
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K-\$49K	\$50K-\$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL		
None	16	17	13	8	23	21	19	16	17	15	10	6	13	23	20	19	19	12	19	17	14	13	20
\$1 - \$9	2	2	2	3	2	1	4	2	3	1	1	0	3	2	9	4	2	0	2	1	3	2	3
\$10 - \$19	9	6	8	5	17	12	19	9	9	9	8	10	8	11	8	15	11	7	9	8	11	8	12
\$20 - \$39	24	27	29	26	9	21	24	24	25	24	27	38	25	19	18	23	26	29	23	27	25	28	20
\$40 or more	25	33	27	25	22	21	11	25	26	24	39	30	31	18	19	20	24	38	23	23	29	31	18
Don't know/no answer	23	15	20	33	27	24	26	23	19	26	15	17	20	27	26	19	18	13	25	23	19	18	27
WEIGHTED SAMPLE SIZE (#)	970	166	285	138	54	262	54	970	403	567	76	188	220	470	37	215	238	270	280	262	402	510	384
UNWEIGHTED SAMPLE SIZE (#)	1108	273	305	121	65	317	27	1108	455	653	110	226	263	495	46	256	261	308	332	306	444	617	408
MEAN	30	38	32	31	25	26	19	30	32	29	42	36	33	24	23	26	27	39	28	30	32	34	24

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TABLE 42d:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia?
Merchandise/Gifts/Souvenirs: \$

	Wgt Overall	ATL CAN	ONT	QUE	REGION	NEW ENGLAND	OTHER	MAINE	ATL	VISITED NS	MALE	FEMALE	AGE	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	<H.S. P.S.	SOME P.S.	GRAD P.S.	EMPLOY	NOT EMPLOY
None	14	19	12	16	14	14	4	14	14	14	15	13	12	11	16	18	16	10	17	14	11	12	16
\$1 - \$9	4	2	4	2	8	6	8	4	6	3	6	3	4	3	4	11	7	5	3	4	3	5	4
\$10 - \$19	13	10	15	14	12	11	14	13	14	14	12	12	13	10	13	11	14	13	14	11	14	13	14
\$20 - \$49	28	31	30	19	19	25	22	26	25	27	25	27	30	28	22	12	29	26	32	24	25	30	21
\$50 or more	22	26	21	17	20	22	26	22	22	21	22	21	23	24	19	30	27	21	22	22	22	25	17
Don't know/no answer	22	12	18	32	28	24	27	22	18	24	18	24	12	14	20	28	19	13	23	22	19	16	27
WEIGHTED SAMPLE SIZE (#)	970	166	295	138	54	262	54	970	403	587	76	188	220	470	37	215	238	270	280	262	402	510	384
UNWEIGHTED SAMPLE SIZE (#)	1108	273	305	121	65	317	27	1108	455	653	110	226	263	495	46	256	261	308	332	306	444	617	408
MEAN	34	38	30	36	35	33	33	34	34	34	38	34	34	32	35	32	36	35	35	33	33	36	31

TABLE 42e:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia?
Transportation while in Nova Scotia: \$

	Wgt Overall	ATL CAN	ONT	QUE	REGION	NEW ENGLAND	OTHER	MAINE	ATL	VISITED NS	MALE	FEMALE	AGE	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+	<H.S. P.S.	SOME P.S.	GRAD P.S.	EMPLOY	NOT EMPLOY
None	14	8	11	15	25	20	11	14	14	14	17	12	11	16	16	11	12	13	18	14	12	15	13
\$1 - \$9	1	0	1	0	1	1	7	1	1	1	2	1	1	1	2	2	0	0	1	0	1	2	1
\$10 - \$19	10	12	10	7	2	13	0	10	13	8	14	11	8	9	8	9	9	13	8	8	12	10	9
\$20 - \$49	31	44	33	22	31	24	30	31	31	31	42	39	33	25	31	36	32	33	29	31	32	35	27
\$50 or more	17	18	20	17	10	13	19	17	18	16	17	18	19	15	14	21	16	18	18	15	17	17	16
Don't know/no answer	28	18	25	39	31	30	33	28	21	33	18	20	23	33	34	21	24	21	27	31	25	21	33
WEIGHTED SAMPLE SIZE (#)	970	166	295	138	54	262	54	970	403	587	76	188	220	470	37	215	238	270	280	262	402	510	384
UNWEIGHTED SAMPLE SIZE (#)	1108	273	305	121	65	317	27	1108	455	653	110	226	263	495	46	256	261	308	332	306	444	617	408
MEAN	31	33	34	30	20	29	31	31	30	33	28	32	33	30	26	35	26	34	30	30	33	31	31

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TABLE 42f:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Other expenditures: \$

	REGION												VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL					
None	59	67	59	50	64	57	60	59	63	56	56	60	62	59	60	59	65	61	62	57	60	60	59				
\$1 - \$49	13	16	16	12	6	13	12	13	14	13	21	18	16	9	7	18	11	17	9	14	16	17	10				
\$50 or more	3	4	4	3	3	2	0	3	2	4	6	3	1	4	8	4	3	3	4	4	2	3	4				
Don't know/No answer	24	13	22	34	28	28	28	24	20	28	17	19	21	28	24	19	21	19	25	25	22	20	28				
WEIGHTED SAMPLE SIZE (#)	923	165	281	137	51	260	60	923	387	536	69	178	207	453	36	202	226	253	271	246	380	478	370				
UNWEIGHTED SAMPLE SIZE (#)	1055	254	292	119	62	303	25	1055	435	620	101	214	252	474	44	238	247	292	321	289	420	583	392				
MEAN	6	7	7	8	3	3	2	6	4	7	11	7	4	5	7	6	5	7	6	5	6	5	5				

TABLE 42 (total):

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars (including credit card purchases) during your vacation this summer in Nova Scotia? Verify total amount per day

	Wgt Overall	REGION				VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+ < H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
None	1	0	0	0	0	2	0	1	0	1	0	0	0	1	0	1	0	0	1	0	1	1	
\$1 - \$99	12	14	16	7	15	10	8	12	9	14	18	15	10	11	31	15	10	7	11	14	12	12	
\$100 - \$149	14	13	14	16	19	12	15	14	11	16	13	15	15	14	7	18	15	12	16	13	14	14	
\$150 - \$199	15	13	14	13	11	20	7	15	17	13	14	12	14	16	9	16	18	13	16	13	14	15	
\$200 - \$499	42	47	43	45	32	37	52	42	47	38	43	47	44	40	33	38	45	53	38	40	47	45	
\$500 or more	5	5	3	6	3	8	3	5	8	4	6	3	7	5	0	4	4	9	4	5	6	4	
Don't know/no answer	11	8	9	12	21	12	15	11	7	14	6	8	10	13	19	8	8	5	14	13	7	8	
WEIGHTED SAMPLE SIZE (#)	970	166	298	138	54	262	64	970	403	567	76	188	220	470	37	215	238	270	280	262	402	510	384
UNWEIGHTED SAMPLE SIZE (#)	1108	273	305	121	65	317	27	1108	455	653	110	226	283	495	46	256	261	308	332	306	444	617	408
MEAN	242	234	222	277	203	257	253	242	265	224	237	223	247	248	180	223	229	238	216	255	250	246	243

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Tables by Market

TABLE 43:

What, if any, influence did the exchange rate between the Canadian dollar and the U.S. dollar have on your decision to vacation in Nova Scotia? Would you say the exchange rate was:

	Wgt Overall	REGION				VISITED NS		GENDER		AGE				INCOME				EDUCATION		EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$28K	\$28K- \$48K	\$48K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	EMPLOY	
Critically important Important, but not critical Not very important Not at all important Don't know/no answer	15	20	17	37	6	3	3	15	13	14	16	9	16	16	15	24	10	17	8	22	14	12	14	17
	16	11	18	11	24	18	11	22	13	17	15	11	15	19	15	6	10	17	20	14	14	19	17	15
	11	8	9	6	15	15	11	13	11	12	11	14	9	11	12	16	0	11	14	11	10	13	12	11
	54	57	54	38	53	60	70	48	60	53	55	65	55	50	54	47	53	52	55	49	57	54	53	53
	3	3	2	5	1	3	4	1	4	3	4	2	2	3	4	8	4	2	2	4	5	2	3	4
WEIGHTED SAMPLE SIZE (#)	2723	217	625	593	135	958	194	970	1872	1178	1544	212	485	606	1412	145	646	638	702	762	790	1108	1399	1896
UNWEIGHTED SAMPLE SIZE (#)	2678	349	602	494	168	967	98	1108	1427	1143	1535	249	474	626	1306	126	653	628	694	763	772	1085	1438	1923

TABLE 46a:

As a result of contacting Nova Scotia by their Toll-Free number, by e-mail or regular mail, did you obtain any of the following vacation information? The 400 page(250 pages) Doors & Dreamers Travel Guide

	REGION				VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY				
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENGL MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Yes	78	87	60	75	64	75	77	68	72	77	78	83	83	62	73	73	78	78	70	78	74	79	81	73
No	13	9	13	17	9	14	10	7	16	13	14	12	11	11	15	20	13	13	13	14	14	12	12	15
Can't recall	9	4	8	9	6	11	13	5	12	10	8	6	6	7	11	7	9	9	8	7	11	9	7	12
WEIGHTED SAMPLE SIZE (#)	3762	316	925	669	213	1348	251	970	1886	1668	2094	309	589	838	1831	231	891	863	854	1086	1082	1418	1868	1804
UNWEIGHTED SAMPLE SIZE (#)	3702	513	878	545	265	1374	127	1108	1437	1577	2125	367	618	855	1828	230	915	850	845	1129	1079	1408	1833	1434

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TABLE 46b:

As a result of contacting Nova Scotia by their Toll-Free number, by e-mail or regular mail, did you obtain any of the following vacation information? Map of Nova Scotia

	Wgt Overall	REGION					VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	
Yes	77	78	75	65	82	82	82	84	76	79	75	70	75	77	78	66	74	80	79	77	76	78	78
No	15	19	18	25	12	10	10	12	14	13	17	23	17	15	14	27	17	14	14	16	14	16	14
Can't recall	8	6	7	10	6	8	8	4	9	8	8	8	8	8	7	8	6	7	7	8	7	8	
WEIGHTED SAMPLE SIZE (#)	3702	316	928	650	213	1348	251	970	1385	1608	2094	309	569	838	1931	231	891	853	854	1046	1092	1416	1664
UNWEIGHTED SAMPLE SIZE (#)	3702	513	878	545	285	1374	127	1108	1437	1577	2125	367	618	855	1828	230	915	850	845	1129	1079	1408	1454

TABLE 46c:

As a result of contacting Nova Scotia by their Toll-Free number, by e-mail or regular mail, did you obtain any of the following vacation information? The Cape Breton Island Adventure Guide and Touring Planner (only ask for ECBC Co-op sample cells)

	Wgt Overall	REGION				VISITED NS		GENDER		AGE			INCOME				EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLND	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+ \$74K	<H.S. P.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	57	37	62	54	69	56	60	56	57	57	51	51	54	58	63	54	61	62	61	48	62	58	56
No	22	40	24	31	17	26	18	17	26	33	23	19	20	30	21	11	26	21	26	21	25	17	23
Can't recall	21	23	16	21	0	27	13	26	26	16	15	16	27	22	6	24	27	12	18	27	20	20	25
WEIGHTED SAMPLE SIZE (#)	632	39	213	134	12	233	155	244	273	359	47	99	138	337	45	159	129	128	185	187	225	219	286
UNWEIGHTED SAMPLE SIZE (#)	444	28	185	80	4	147	112	198	188	256	33	71	98	236	32	110	90	95	143	135	150	206	198

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TABLE 47a:

How useful was this information [to you in planning your vacation in Nova Scotia]? Beginning with: Doers & Dreamers Travel Guide, would you say this information was:

	Wgt Overall	REGION					VISITED NS		GENDER		AGE					INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	56+	LT \$25K	\$25K- \$40K	\$40K- \$75K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Very useful	78	81	78	77	77	78	75	86	73	75	78	73	78	78	78	76	79	80	78	79	77	78	78	78
Somewhat useful	16	16	12	16	16	17	11	19	18	14	19	15	15	15	17	15	16	16	14	17	17	15	16	14
Not very useful	1	1	2	4	1	1	1	1	1	2	1	2	2	0	1	2	1	0	1	1	1	1	1	1
Not at all useful	1	0	0	1	0	0	2	0	1	0	1	2	1	0	0	1	0	0	1	0	1	1	1	1
Don't know/no answer	5	1	4	9	3	5	1	6	4	5	4	4	6	5	4	6	3	4	6	4	4	5	4	6
WEIGHTED SAMPLE SIZE (#)	2874	274	737	484	179	1005	194	852	1136	1241	1634	255	400	688	1413	168	691	664	678	858	814	1128	1509	1100
UNWEIGHTED SAMPLE SIZE (#)	2947	462	710	412	222	1043	98	978	1056	1239	1708	307	519	714	1379	174	725	680	679	901	833	1146	1592	1004

TABLE 47b:

How useful was this information [to you in planning your vacation in Nova Scotia]? Beginning with: Map of Nova Scotia, would you say this information was:

	Wgt Overall	REGION										VISITED NS		GENDER		AGE					INCOME				EDUCATION			EMPLOY	
		ATL CAN		ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT\$25K	\$25K- \$40K	\$40K- \$75K	\$75K+	<H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL				
Very useful	79	77	84	78	77	79	80	87	74	77	80	71	75	79	81	80	82	79	76	83	77	77	78	80					
Somewhat useful	14	17	10	10	14	17	11	10	16	16	11	19	15	14	12	11	11	14	16	10	16	15	15	12					
Not very useful	2	2	1	1	3	1	4	2	2	2	2	4	3	1	1	3	2	1	2	1	1	2	2	1					
Not at all useful	1	2	1	2	3	1	1	0	2	1	1	4	2	1	1	2	1	2	1	1	1	1	1	1					
Don't know/no answer	5	2	4	8	4	5	1	6	4	5	4	3	5	5	5	5	4	4	5	5	5	5	4	5					
WEIGHTED SAMPLE SIZE (#)	2641	236	697	424	175	1103	206	817	1210	1269	1672	216	442	646	1609	163	643	682	675	843	826	1099	1446	1173					
UNWEIGHTED SAMPLE SIZE (#)	2887	409	666	368	212	1128	104	933	1110	1254	1633	265	482	674	1440	159	682	686	685	878	829	1114	1521	1130					

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TABLE 47C:

How useful was this information [to you in planning your vacation in Nova Scotia]? Beginning with: The Cape Breton Island Adventure Guide and Touring Planner, would you say this information was:

	Wgt Overall	REGION			VISITED NS		GENDER		AGE			INCOME			EDUCATION			EMPLOY					
		ATL CAN	ONT	QUE	MAINE	NEW ENGLND	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K \$49K	\$25K- \$49K	\$50K- \$74K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Very useful Somewhat useful Not very useful Not at all useful	68	92	60	72	100	68	72	69	74	63	51	64	79	67	73	72	65	66	71	63	68	67	65
	17	0	22	17	0	14	11	16	12	20	19	23	11	17	16	13	24	17	15	19	17	19	16
	3	0	4	0	0	5	2	5	5	2	11	0	2	4	7	3	7	0	2	5	3	3	4
	3	0	2	6	0	4	5	3	3	4	5	4	2	3	0	4	0	7	2	5	3	5	2
Don't know/No answer	9	8	12	5	0	9	9	7	7	11	14	8	6	9	4	7	4	10	10	8	9	7	13
WEIGHTED SAMPLE SIZE (#)	358	14	132	73	8	130	93	159	155	203	24	61	75	195	28	86	79	80	119	91	140	167	160
UNWEIGHTED SAMPLE SIZE (#)	251	10	113	43	3	82	66	111	107	144	18	43	54	134	20	57	53	61	87	66	93	121	108

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TABLE 48:

What, if any, other specific information would you have liked to receive on the province of Nova Scotia?

	Wgt Overall	REGION				VISITED NS		GENDER		AGE				INCOME				EDUCATION		EMPLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLND ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$49K	\$50K- \$74K	\$75K+ <H.S. P.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
More information on accommodations Information on attractions/historic sites More detailed map/map of area Outdoor activities/Recreation Information on local festivals and events More campground information Information on Bed and Breakfasts Restaurants/Food Information on pricing/Exchange rate Deeds and Dreamers Guide More specific information Ferry information Sightseeing information More information on Cape Breton More information about heritage and culture Packages/Coupons Hiking/Cycling trails/Information Ways to travel to NS/Transportation Travel information between areas/markings/ Package General information Information on music/Theatre/Entertainment/ Concerts Family/Children oriented activities Land ownership/Real estate Weather conditions during each month/season Off season information Information for seniors/Disability access Information on shopping/markets Regulations (tax reimbursement, fishing licence, green card) English/French literature A video Genealogy information Information on attractions	5	4	5	4	4	5	2	6	5	5	6	4	5	5	5	4	5	5	5	6	5	5	5	
	4	4	4	6	4	2	3	3	3	3	4	3	4	4	4	2	5	5	2	5	3	4	4	4
	4	5	4	5	3	3	4	5	3	4	4	5	4	4	4	5	4	4	3	4	4	4	4	4
	3	3	3	4	3	1	2	3	4	2	4	2	3	3	2	3	4	3	3	3	2	3	3	3
	3	7	4	1	3	2	1	3	3	2	3	3	4	3	2	3	3	3	3	2	3	3	2	2
	3	2	3	3	4	1	3	2	3	2	3	2	4	2	3	2	4	3	2	3	3	3	3	2
	2	6	2	2	3	2	2	1	2	3	1	3	2	2	2	1	1	2	3	2	2	2	2	2
	2	2	2	2	2	2	1	2	2	2	2	1	2	2	2	2	2	2	1	2	2	2	2	2
	1	0	1	0	4	2	0	0	2	2	1	3	1	1	1	1	1	1	1	1	2	1	2	1
	1	1	1	1	1	1	2	1	1	1	1	2	2	1	1	1	1	1	1	1	1	1	1	1
	1	0	0	0	3	2	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1
	1	1	1	0	0	1	2	1	1	1	1	0	1	1	0	2	1	0	1	1	1	1	1	1
	1	0	1	2	1	0	2	1	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1
	1	1	1	0	0	1	1	1	1	0	1	1	2	1	0	0	1	1	1	0	1	1	1	0
	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	0	2	0	0	2	1	0
	1	0	0	0	0	1	1	0	1	1	1	1	1	0	1	2	1	1	1	1	0	1	1	1
	1	0	1	0	0	1	2	1	0	1	0	1	0	1	0	1	0	1	1	0	1	1	1	1
	1	1	1	0	1	0	1	2	1	0	1	0	1	0	0	1	0	1	0	1	1	0	1	0
	1	1	1	0	1	0	1	0	1	1	0	1	1	1	1	0	0	1	1	0	0	1	1	0

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TABLE 48:

What, if any, other specific information would you have liked to receive on the province of Nova Scotia?

(cont.)

	Wgt Overall	REGION				VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL	ONT	QUE	MAINE	NEW ENGLAND	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$40K	\$40K- \$75K+	< N.S.	SOME P.S.	GRAD P.S.	EMP.	NOT EMP.
Other	1	1	2	1	4	1	1	1	1	1	2	2	1	1	2	1	1	1	1	1	1	1
Nothing	67	66	67	67	60	67	66	66	69	65	66	62	67	68	62	66	68	66	67	67	65	70
Don't know/no answer	6	5	6	5	3	8	4	7	5	7	5	5	6	7	12	6	5	7	6	6	6	7
WEIGHTED SAMPLE SIZE (#)	3812	368	969	616	213	1322	261	966	1640	2042	391	876	831	1079	223	871	836	1070	1083	1387	1028	1460
UNWEIGHTED SAMPLE SIZE (#)	3038	508	856	526	285	1356	127	1099	1407	2088	353	608	842	1790	225	900	831	1108	1059	1397	1006	1403

TABLE 49:

Did you use an on-line service, like the Internet, in order to obtain travel or tourism information when planning your most recent vacation in Nova Scotia (answer from Q49)?

	Wgt Overall	REGION				VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL	ONT	QUE	MAINE	NEW ENGLAND	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$40K	\$40K- \$75K+	< N.S.	SOME P.S.	GRAD P.S.	EMP.	NOT EMP.
Yes	30	26	28	23	28	35	33	38	30	39	43	38	37	21	12	22	32	18	28	40	38	20
No	69	74	71	77	71	65	60	67	69	70	57	60	62	78	87	76	67	82	71	59	81	79
Don't know/no answer	1	0	1	1	1	1	2	1	1	1	0	1	1	1	1	0	1	0	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	3702	316	925	609	213	1346	281	970	1686	2094	369	589	838	1031	231	891	854	1096	1092	1416	1066	1604
UNWEIGHTED SAMPLE SIZE (#)	3702	513	878	545	285	1374	127	1108	1437	2125	367	618	855	1808	230	915	845	1128	1070	1408	1033	1434

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TABLE 48a:

Did you visit NovaScotia.com or explorens.com, Nova Scotia's official tourism websites?

	Wgt Overall	REGION				VISITED NS		GENDER		AGE					INCOME				EDUCATION			EMPLOY		
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	15-24	25-44	45-54	55+	LT \$20K	\$20K-\$40K	\$40K-\$75K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	18	21	19	13	19	21	21	39	19	20	18	26	27	24	14	8	13	21	32	12	18	26	26	13
No	74	72	75	83	76	71	70	61	77	73	75	69	67	70	79	80	81	72	81	83	78	88	89	80
Don't know/no answer	6	7	6	3	5	8	9	0	6	6	6	5	6	5	7	4	6	7	7	5	6	8	6	7
WEIGHTED SAMPLE SIZE (#)	3762	316	925	869	213	1348	251	970	1885	1668	2084	309	589	838	1831	231	891	883	854	1080	1082	1418	1886	1804
UNWEIGHTED SAMPLE SIZE (#)	3702	513	878	545	265	1374	127	1100	1437	1577	2125	387	818	855	1828	228	915	850	845	1128	1079	1408	1833	1434

TABLE 48b:

How did the Nova Scotia Website compare to other tourism websites you have visited? Was the Nova Scotia tourism website [READ RESPONSES] than other tourism websites you have seen?

	Wtd Overall	REGION					VISITED NS		GENDER		AGE					INCOME				EDUCATION			EMPLOY		
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	15-24	25-34	35-44	45-54	55+	LT \$20K	\$20K-\$40K	\$40K-\$75K	\$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Better	29	17	25	19	46	34	30	20	24	28	28	33	22	31	31	31	53	30	33	28	30	29	29	28	34
No different	54	69	57	57	41	50	54	54	59	61	49	60	59	55	48	35	54	46	59	53	57	53	58	44	
Worse	2	3	2	1	0	4	0	3	2	2	3	2	5	2	2	0	1	3	4	2	2	3	2	2	2
Nothing to compare it to	6	9	5	5	2	6	12	4	5	5	7	4	5	6	8	3	7	4	4	7	5	6	4	9	
Don't know/no answer	8	1	10	17	11	6	4	8	9	5	11	1	9	8	12	10	8	11	5	8	8	8	7	12	
WEIGHTED SAMPLE SIZE (#)	710	65	176	87	41	290	82	289	280	335	265	79	188	204	265	18	117	175	270	270	134	187	246	477	193
UNWEIGHTED SAMPLE SIZE (#)	811	116	185	102	54	328	28	358	285	381	450	108	188	234	274	17	142	204	288	288	172	223	404	556	202

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TABLE 49c:

As a result of the September 11th attacks on the United States, what effect if any, has that incident had on your own Fall

	Wgt Overall	REGION				VISITED US			GENDER		AGE			INCOME				EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$28K	\$28K-\$48K	\$48K-\$74K	\$74K+	< H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	
Eliminated your vacation plans Reduced your vacation plans Made no changes to your fall vacation plans Did you have no fall vacation plans previously planned Changed plans but did not reduce them Don't know/no answer	8	5	8	6	4	9	16	6	6	7	8	6	7	8	8	7	5	8	10	7	8	8	8	8
	5	3	5	5	3	6	5	4	7	5	5	4	4	4	6	5	4	6	6	5	5	5	5	6
	34	30	32	25	33	38	43	30	38	39	30	28	25	29	30	25	30	34	37	30	35	34	32	38
	48	60	50	62	54	42	37	48	44	45	53	59	60	52	43	60	54	48	44	53	47	48	52	42
	2	2	3	0	3	3	3	2	3	2	3	2	2	3	3	2	1	3	2	2	3	3	2	3
	2	1	2	3	2	2	2	2	2	2	2	1	1	1	1	2	3	1	1	2	2	1	1	3
WEIGHTED SAMPLE SIZE (N)	3702	316	825	680	213	1348	251	970	1588	1608	2094	309	588	838	1831	231	891	853	854	1096	1092	1418	1868	1804
UNWEIGHTED SAMPLE SIZE (N)	3702	513	878	545	265	1374	127	1108	1437	1577	2125	367	618	855	1828	230	915	850	845	1129	1079	1408	1833	1434

TABLE 50:

Gender (by observation):

	Wgt Overall	REGION						VISITED US			GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$28K	\$28K- \$48K	\$48K- \$74K	\$74K+	< H.S.	SOME P.S.	GRAD P.S.	NOT EMPL		
Male	43	31	41	43	46	48	40	42	45	100	0	28	33	41	30	32	44	50	49	40	41	48	42	51	
Female	57	69	59	57	54	52	60	58	55	0	100	72	67	59	50	68	56	58	51	60	59	52	55	48	
WEIGHTED SAMPLE SIZE (#)	3702	316	825	656	213	1348	251	970	1585	1608	2094	309	549	838	1831	231	891	853	854	1096	1092	1418	1868	1804	
UNWEIGHTED SAMPLE SIZE (#)	3702	513	878	545	265	1374	127	1108	1437	1577	2125	367	618	855	1828	230	915	850	845	1129	1079	1408	1933	1434	

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TABLE 51:

In which of the following categories does your age fall? Are you:

	Wgt Overall	REGION					VISITED NS		GENDER		AGE				INCOME				EDUCATION		EMLOY				
		ATL CAN	ONT	QUE	MAINE	NEW ENGLND ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$40K	\$40K- \$50K	\$50K- \$75K+	<H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
18-24	1	5	2	2	1	0	1	2	1	1	2	17	0	0	0	0	8	1	0	1	2	2	0	2	0
25-34	7	16	9	7	4	5	2	6	6	5	9	83	0	0	0	4	9	9	6	4	7	10	11	1	
35-44	16	26	20	19	9	12	9	19	15	12	19	0	100	0	0	18	18	14	23	14	18	17	27	1	
45-54	23	26	22	25	31	22	9	23	23	21	24	0	0	100	0	15	17	26	32	23	23	23	35	7	
55-64	28	14	24	32	23	30	39	29	29	28	27	0	0	0	93	22	25	30	28	29	27	27	21	38	
65+	25	11	23	14	32	30	40	22	28	32	19	0	0	0	47	31	32	21	12	28	24	23	5	53	
Released	1	0	1	1	0	1	0	2	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
UNWEIGHTED SAMPLE SIZE (#)	3782	516	925	650	213	1348	251	970	1585	1608	2094	309	689	838	1931	231	891	853	864	1096	1092	1418	1865	1504	
UNWEIGHTED SAMPLE SIZE (%)	3702	513	878	545	265	1374	127	1108	1437	1577	2125	387	618	855	1828	230	915	850	845	1126	1079	1408	1933	1434	

TABLE 52:

Which of the following best describes your present employment status? Are you:

	Wgt Overall	REGION				NEW ENGLAND ATL			VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	ENG	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT \$25K	\$25K- \$40K	\$40K- \$50K	\$50K- \$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
Employed full-time, that is, at least 30 hours per week	40	52	41	39	39	38	30	41	40	43	37	62	68	60	16	23	33	47	57	34	39	46	79	0	
Employed part-time, that is, less than 30 hours per week	11	10	11	9	12	12	8	11	11	5	15	14	17	12	8	10	11	11	8	9	12	11	21	0	
Not employed, but actively looking for full-time work	1	2	1	2	0	1	1	1	1	1	1	4	2	1	0	2	1	1	2	1	1	1	0	3	
Not employed, but actively looking for part-time work	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	1	
Retired	39	22	36	39	41	42	56	38	39	46	34	0	0	10	70	43	47	36	25	45	37	37	0	96	
Student	1	3	1	2	1	0	1	1	1	1	1	9	1	0	0	6	1	1	0	1	2	0	0	0	
Not actively looking for work	6	8	8	9	4	4	3	5	6	2	10	10	10	8	4	14	6	3	6	9	7	4	0	0	
Released	2	1	2	1	2	2	1	2	2	1	2	1	1	1	1	2	1	0	0	1	1	1	0	0	
WEIGHTED SAMPLE SIZE (#)	3782	516	925	650	213	1348	251	970	1585	1608	2094	309	689	838	1831	231	891	853	854	1096	1092	1418	1865	1504	
UNWEIGHTED SAMPLE SIZE (#)	3702	513	878	545	265	1374	127	1108	1437	1577	2125	387	618	855	1828	230	915	850	845	1128	1079	1408	1933	1434	

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TABLE 53:
What is the highest level of education you have completed?

	Wgt Overall	REGION					VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY		
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	YEB	NO	MALE	FEMALE	18-24	25-34	35-44	45-54	55+	LT \$25K	\$25K- \$44K	\$44K- \$74K	\$74K+	<H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Less than high school	5	7	9	10	2	1	2	4	6	5	2	3	4	7	7	16	8	3	2	18	0	0	3	7
Graduated high school	24	26	26	29	29	21	22	25	21	21	20	22	26	26	25	35	33	23	12	82	0	0	22	27
Graduated community/technical college	22	23	20	22	15	23	21	20	22	19	24	21	26	23	20	23	24	23	18	0	74	0	23	21
Some university	8	10	6	4	10	9	12	7	9	7	9	7	7	8	7	8	7	9	8	0	26	0	8	7
Graduated university (undergraduate)	23	18	24	29	24	21	22	24	26	24	23	33	27	24	21	12	17	25	34	0	0	60	26	21
Graduate/Professional school/Degree	15	14	12	5	16	22	18	16	16	19	12	13	14	16	16	5	10	15	27	0	0	40	17	15
Refused	3	1	3	2	3	3	2	3	2	3	2	1	1	2	1	1	1	1	1	0	0	0	1	2
WEIGHTED SAMPLE SIZE (#)	3702	316	925	650	213	1346	251	970	1585	1608	309	549	838	1931	1931	231	891	883	854	1096	1092	1418	1665	1504
UNWEIGHTED SAMPLE SIZE (#)	3702	513	878	545	265	1374	127	1108	1437	1577	367	618	855	1828	1828	230	915	850	845	1129	1079	1408	1833	1434

TABLE 54:
Which of the following broad income categories best describes your total household income before taxes last year? Was it:

	Wgt Overall	REGION				VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YEB	NO	MALE	FEMALE	18-24	25-44	45-64	55+	LT \$25K	\$25K- \$40K	\$40K- \$75K	>\$75K	< H.S.	SOME P.S.	GRAD P.S.	NOT EMPL	
Less than \$25,000	6	13	4	11	9	3	6	4	5	5	8	10	7	4	6	100	0	0	0	11	7	3	4	7
Between \$25,000 and \$49,999	24	32	22	27	27	22	24	22	24	24	24	29	23	18	27	0	100	0	0	33	25	17	21	29
Between \$50,000 and \$74,999	23	23	21	25	21	24	25	24	23	26	21	25	20	27	23	0	0	100	0	20	26	24	27	21
Between \$75,000 and \$99,999	12	10	13	10	10	15	9	15	14	14	11	12	16	18	9	0	0	0	54	7	11	18	16	9
\$100,000 or more	11	5	13	5	7	14	12	13	12	12	9	7	17	15	8	0	0	0	46	4	8	18	14	6
Refused	21	15	25	18	24	21	20	19	21	17	24	13	16	16	24	0	0	0	0	22	21	17	16	25
Don't know/no opinion	3	3	3	4	3	2	3	2	2	2	4	1	3	3	3	0	0	0	0	4	3	2	2	3
WEIGHTED SAMPLE SIZE (N)	3702	316	925	650	213	1346	251	970	1585	1608	309	549	838	1931	1931	231	891	853	854	1096	1082	1410	1665	1504
UNWEIGHTED SAMPLE SIZE (N)	3702	513	878	545	265	1374	127	1108	1437	1577	367	618	865	1828	1828	230	915	850	845	1129	1079	1408	1833	1434

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TABLE 55:

And finally, how many vacations or pleasure trips of at least three days in length and more than 100 miles (160km) from your home did you take in the past 12 months?

	Wgt Overall	REGION					UNITED NS		GENDER		AGE			INCOME				EDUCATION			EMPLOY			
		ATL CAN	ONT	QUE	MAINE	NEW ENGLAND	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-64	55+	LT \$25K \$49K	\$25K-\$49K	\$50K-\$74K	\$75K+ <H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL	
None	11	11	13	14	12	8	6	1	1	9	12	14	11	10	11	26	12	8	6	16	12	6	10	11
1	21	24	21	26	27	18	17	16	18	21	21	22	28	23	16	26	27	20	16	26	19	18	23	18
2	21	19	22	21	20	20	21	20	23	20	21	27	23	22	19	21	22	22	20	19	23	21	23	18
3	18	21	18	16	15	20	20	21	23	20	17	17	16	16	18	12	15	21	23	17	19	20	18	19
4 or more	27	24	22	21	23	32	35	36	34	28	25	20	21	25	30	12	23	26	34	20	26	33	25	31
Don't know/No answer	2	1	4	2	2	2	1	3	2	2	3	0	1	1	3	3	1	1	1	2	1	1	1	3
WEIGHTED SAMPLE SIZE (N)	3782	316	938	669	213	1548	281	970	1665	1606	2004	380	669	838	1931	231	891	633	854	1096	1092	1618	1665	1604
UNWEIGHTED SAMPLE SIZE (N)	3701	513	877	545	265	1374	127	1107	1437	1577	2124	367	616	854	1420	230	915	860	845	1120	1070	1407	1832	1434
MEAN	3	3	3	3	3	3	3	4	3	3	3	2	2	3	3	2	3	3	3	2	3	3	3	3

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TABLE 1:

Before we begin, do you recall how you first became aware of the Toll-Free number, website, or business reply card for Nova Scotia?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Magazine ad	27	39	22	26	22	37	26	9	51	8	4	8	44	22	19
Newspaper ad	17	10	43	14	27	11	21	62	20	5	7	5	18	30	32
Television ad	15	9	11	6	12	10	14	18	8	62	63	5	7	18	18
Internet	9	6	0	8	4	5	5	1	0	3	2	55	4	5	11
Direct mailing	4	4	2	3	2	5	10	1	7	2	1	2	3	4	1
AAA/CAA	3	3	1	9	5	6	2	2	2	1	0	1	1	3	5
Friend/Relative	3	1	2	5	2	3	3	1	0	1	6	5	1	1	2
Tourist bureau	2	2	1	3	2	1	1	1	0	4	4	4	4	1	1
Doer and Dreamers Guide/Tourism book	1	1	2	1	3	1	2	0	4	1	2	2	3	0	0
Brochure	1	1	1	2	2	0	0	0	0	0	0	1	1	1	0
Travel agent	0	0	1	2	0	0	0	0	0	0	0	0	1	0	0
On the ferry	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
Phonebook	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Operator/Directory assistance	0	0	2	0	0	0	0	0	0	0	0	1	0	0	0
Radio ad	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	2	2	2	3	1	1	0	0	2	1	1	0	2	2
Don't know/Can't recall	16	23	10	19	16	21	15	5	7	11	8	11	11	10	8
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	218	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	201	404	71	201	346

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Tables by Media

TABLE 2:

Can you tell me which of the following statements best describes your vacation plans before you contacted Nova Scotia to inquire about vacation information?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
You had already made commitments and/or reservations in Nova Scotia	6	4	9	6	10	4	4	9	6	9	12	3	5	6
You were strongly considering a vacation in Nova Scotia	37	34	45	36	32	38	32	41	43	38	51	52	27	38
You were thinking about Nova Scotia as a possible vacation	46	51	38	50	49	50	50	41	45	40	31	37	47	44
You were not considering a vacation in Nova Scotia	7	8	6	5	4	5	7	6	6	9	3	6	10	8
Don't know/No response	4	2	3	4	5	3	6	3	0	4	2	3	10	4
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	404	71	201	346

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TABLE 3:

At the time of your request for information about Nova Scotia, what, if any, other destinations were you also considering as alternatives to Nova Scotia?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
New Brunswick	21	9	35	7	8	28	28	24	17	26	24	13	45	21
Prince Edward Island	20	10	33	10	12	20	23	26	29	37	30	15	28	22
Quebec	8	7	5	6	4	10	11	6	4	8	6	4	23	9
Maine	8	12	5	11	15	5	6	5	9	3	7	11	2	9
Newfoundland	7	2	11	5	4	9	8	10	14	5	11	3	11	7
Other U.S.	7	12	1	9	8	8	5	1	7	2	3	7	3	10
New England excl Maine (NH, VT, MA, RI, CT)	6	11	1	8	14	7	4	2	4	4	4	10	2	8
Ontario	5	5	2	3	3	3	6	3	6	8	4	3	4	4
Other Canadian	3	3	2	3	4	3	4	2	6	0	2	0	5	3
Florida	3	6	3	2	3	2	2	2	2	1	2	0	1	4
British Columbia	3	1	2	2	1	4	5	2	4	2	2	0	2	3
Europe/Co-tinental Europe	2	4	4	1	1	2	3	5	2	0	1	1	1	2
Alaska	2	4	0	4	1	3	1	0	0	2	0	0	1	2
Mid-Atlantic (NY, NJ, PA)	2	3	1	4	3	1	2	2	2	0	1	6	0	1
Cape Breton Island	2	0	2	1	2	2	2	5	2	1	2	0	2	2
Alberta	1	1	2	1	0	1	2	0	4	2	1	0	1	1
Caribbean	1	1	1	1	0	1	1	0	0	0	1	1	0	0
Las Vegas	1	2	1	1	2	0	1	0	0	0	0	1	0	0
Arizona	1	1	0	1	0	1	1	0	0	0	1	1	0	0
Mexico	1	2	0	0	0	0	0	0	0	0	1	0	0	0
United Kingdom/UK	1	0	0	1	0	2	0	1	2	0	0	0	0	0
Caribbean	0	1	0	0	1	0	0	1	0	0	1	0	0	0
Europe	0	0	0	0	1	0	0	1	0	0	0	0	0	1

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TABLE 3:

At the time of your request for information about Nova Scotia, what, if any, other destinations were you also considering as alternatives to Nova Scotia?

(cont.)

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Cuba	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	7	8	5	3	5	5	7	4	2	0	3	3	3	3
None	30	32	29	40	36	26	23	35	32	36	35	37	49	11	28
Don't know/No answer	2	2	3	2	3	2	3	2	0	2	1	1	3	2	2
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	218	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	201	404	71	201	346

TABLE 4:

Did you take a vacation of at least three days in length and more than 100 miles (160km) from your home in the past six months?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	69	70	62	73	68	69	66	73	66	64	72	77	62	61	68
No	31	29	38	27	32	31	34	27	34	36	28	23	38	38	32
Don't know/Can't recall	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	218	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	201	404	71	201	346

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TABLE 5:

Did you spend any portion of your vacation in Nova Scotia in the past six months?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	38	23	51	36	51	35	29	44	44	62	62	69	48	31	46
No	62	77	49	64	49	55	71	56	56	38	38	31	52	69	54
WEIGHTED SAMPLE SIZE (#)	2555	622	73	147	11	439	452	117	40	57	157	211	53	92	85
UNWEIGHTED SAMPLE SIZE (#)	2545	418	47	260	76	310	395	89	33	72	145	311	44	122	223

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TABLE 6:

What were the principal reasons you chose not to vacation in Nova Scotia this summer?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
Other commitments/Other plans/Decided to go elsewhere	32	32	28	33	35	35	32	34	32	44	23	22	35	22
Takes too long/Not enough time	18	19	32	21	16	15	17	31	28	12	22	9	23	26
Personal (illness, family problems, etc.)	15	12	12	16	27	15	19	16	18	12	14	22	15	16
Plan to vacation at a later time	10	14	9	10	3	7	9	4	12	22	14	4	4	7
Too far to travel	6	7	0	6	3	4	6	8	12	5	10	9	5	14
Too expensive	6	7	5	4	0	7	4	3	12	2	3	4	11	6
Already been to Nova Scotia/Lived in Nova Scotia	4	6	0	2	3	3	1	3	6	2	5	9	4	1
Didn't go anywhere this summer	4	5	0	3	5	2	5	3	0	0	4	4	1	2
Didn't work out/Not convenient	3	2	11	6	8	5	3	6	0	5	3	0	0	1
Not enough money	3	1	5	3	0	2	4	0	5	0	1	9	7	2
Terrorist attacks/September 11	2	3	0	4	0	2	0	0	0	0	3	0	1	0
Not enough information	1	2	5	1	0	1	1	3	0	0	4	0	0	1
Poor weather/Too cold	1	1	0	0	0	1	1	0	0	0	2	0	0	2
Too hard to get there	1	0	0	1	0	1	1	0	0	5	1	0	0	0
No attractions/Nothing to do	0	0	0	1	0	1	0	0	0	0	2	0	0	3
Ordered information for someone else	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Other	4	2	3	5	0	5	4	0	5	10	7	4	11	1
Don't know/No answer	4	4	0	2	5	5	6	2	0	5	1	13	0	4
WEIGHTED SAMPLE SIZE (#)	1585	477	36	94	5	284	319	65	22	21	60	28	63	46
UNWEIGHTED SAMPLE SIZE (#)	1437	315	22	167	37	198	249	45	18	25	55	23	84	104

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TABLE 7:

In what month, did you vacation in Nova Scotia, for your most recent vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
April 2001	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0
May 2001	3	3	10	5	0	2	3	0	0	1	3	2	5	0	2
June 2001	7	5	0	9	13	9	5	17	6	17	6	8	5	8	7
July 2001	31	22	39	26	18	36	38	36	39	26	26	27	33	45	31
August 2001	34	34	35	35	26	32	33	18	21	24	39	38	29	45	42
September 2001	19	28	15	18	31	17	16	25	21	24	18	18	29	3	11
October 2001	4	5	0	3	13	2	3	5	13	7	8	6	0	0	5
November 2001	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0
Don't know/Can't recall	1	3	0	2	0	0	0	0	0	0	1	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	98	146	25	29	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	216	21	38	119

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TABLE 7a:

IN TOTAL, how many nights were you away from home, for this most recent vacation that included Nova Scotia?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Up to 5	25	20	5	25	13	19	29	16	0	42	51	21	24	29	18
6 to 7	13	13	5	18	26	12	14	12	20	6	11	13	19	24	18
8 to 10	17	17	25	22	23	15	11	19	34	10	9	21	14	13	27
11 to 14	21	21	26	17	13	21	21	29	13	18	13	24	29	21	17
15 or more	24	29	40	18	20	31	24	24	34	24	16	20	14	13	19
Don't know/No answer	1	0	0	0	5	2	1	0	0	0	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	98	146	25	29	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	215	21	38	119
MEAN	3.1	3.3	3.9	2.8	3.3	3.4	3.0	3.3	3.6	2.8	2.3	3.1	2.9	2.7	3.2

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TABLE 8:

In what, if any, other destinations did you vacation in the past six months?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
New Brunswick	25	20	32	5	8	35	31	25	13	19	12	29	38	39	22
Prince Edward Island	20	14	18	10	13	21	22	24	14	33	17	24	29	21	22
Other U.S.	13	36	18	19	23	11	6	15	6	3	2	8	24	3	8
Quebec	13	8	17	4	3	20	16	15	6	22	4	14	10	16	16
Ontario	13	7	21	6	3	10	11	21	19	24	23	13	0	11	12
Maine	11	18	7	19	18	10	11	5	13	4	3	9	24	3	8
New England excl Maine (NH, VT, MA, RI, CT)	10	23	4	12	15	9	8	16	6	4	6	6	10	3	9
Mid-Atlantic (NY, NJ, PA)	6	11	16	9	5	7	3	3	0	0	1	6	14	0	8
Newfoundland	5	3	5	2	0	4	4	13	6	9	7	8	5	11	4
Florida	4	8	0	2	15	2	5	2	0	0	2	5	10	0	3
British Columbia	2	1	5	0	0	2	2	3	6	4	1	1	0	0	1
Other Canadian	2	1	0	0	0	3	0	0	6	10	1	2	0	3	0
Europe	2	0	0	2	0	3	0	3	0	3	2	2	0	3	1
Cape Breton Island	1	0	0	1	0	1	2	3	0	1	2	1	0	0	0
Alberta	1	0	0	0	0	1	0	0	0	4	3	3	0	0	3
Las Vegas	1	3	0	1	3	1	1	0	0	0	0	1	0	0	2
Caribbean	1	3	0	0	0	0	1	2	0	0	0	0	0	0	1
Arizona	1	0	0	1	0	1	1	0	0	0	1	0	0	0	2
Alaska	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Cuba	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
Other	4	6	6	7	3	5	5	2	0	0	1	6	0	0	4
None	26	21	12	36	36	20	25	21	42	32	41	29	14	29	33
Don't know/Can't recall	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0

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TABLE 8:

In what, if any, other destinations did you vacation in the past six months?

(cont.)

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Day Feries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	96	146	25	29	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	216	21	38	119

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TABLE 9:

Where did you go for your most recent vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	S _{Source}
Other U.S.	18	31	4	24	12	17	11	14	16	6	3	13	24	2	14
Ontario	12	5	16	6	0	14	16	19	26	22	20	11	2	11	9
Quebec	10	2	24	1	3	15	16	5	3	8	5	8	0	42	10
New England excl Maine (NH, VT, MA, RI, CT)	8	14	3	15	10	7	4	10	7	2	5	5	16	2	8
Florida	8	9	9	11	11	7	7	7	11	8	4	8	10	4	5
Maine	6	10	0	10	14	4	5	5	6	2	1	6	12	1	8
Mid-Atlantic (NY, NJ, PA)	5	6	0	11	10	4	4	5	9	0	3	5	14	1	5
New Brunswick	4	1	5	2	1	4	4	3	0	2	8	4	0	10	7
Europe	3	2	5	2	4	3	2	6	0	0	0	2	4	4	2
Prince Edward Island	2	1	4	1	1	2	4	2	0	6	5	6	2	1	2
Europe/Continental Europe	2	2	4	3	4	1	2	1	3	0	0	1	0	2	3
Caribbean	2	3	2	2	3	1	1	0	3	4	4	2	0	1	0
Other Canadian	2	1	2	0	0	2	3	0	0	2	5	1	0	5	2
British Columbia	1	1	1	0	0	1	2	3	9	2	5	1	2	0	2
Alberta	1	0	0	0	0	1	2	5	0	5	0	1	0	1	1
Las Vegas	1	1	1	2	1	2	1	0	0	0	0	1	2	1	0
Newfoundland	1	0	0	0	0	1	0	0	0	3	6	4	0	0	1
Alaska	1	1	0	1	3	0	1	1	0	0	0	1	0	0	2
United Kingdom/UK	1	1	0	1	0	1	0	0	0	2	1	2	0	0	1
Cuba	1	0	4	0	0	0	1	0	3	1	0	1	0	2	2
Arizona	1	1	0	1	3	1	0	0	0	0	0	0	0	0	0
Cape Breton Island	0	0	0	0	0	0	0	0	0	1	5	1	0	0	0
None	3	3	2	1	8	1	3	1	3	12	14	8	2	1	7
Other	6	5	11	8	8	7	8	7	0	8	5	5	8	3	6

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Tables by Media

TABLE 9:

Where did you go for your most recent vacation?

(cont.)

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
Don't know/Can't recall	3	3	2	2	4	4	2	4	3	5	3	2	4	4
WEIGHTED SAMPLE SIZE (#)	2732	737	81	149	10	477	555	109	43	54	127	60	123	86
UNWEIGHTED SAMPLE SIZE (#)	2594	509	50	265	73	332	447	79	36	64	188	50	163	227

TABLE 10:

[Excluding this most recent vacation to Nova Scotia] When, if ever, did you last vacation in Nova Scotia?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
At least six months ago, but less than 12 months ago	5	3	2	2	9	3	4	4	2	13	8	4	2	7
At least 1 year ago, but less than 2 years ago	11	10	7	7	19	9	11	11	10	16	9	13	7	11
At least 2 years ago, but less than 5 years ago	11	10	11	9	17	12	12	8	16	17	12	17	4	8
5 years or longer	21	15	31	17	16	27	23	26	24	25	19	16	28	20
Never	50	61	50	65	38	48	50	51	49	25	49	50	56	52
Don't know/Can't recall	1	1	0	0	1	1	1	1	0	4	2	0	3	2
WEIGHTED SAMPLE SIZE (#)	3618	863	117	199	16	612	674	157	59	86	268	85	147	122
UNWEIGHTED SAMPLE SIZE (#)	3618	595	74	353	109	431	581	119	50	108	398	70	194	339

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TABLE 11:

What, specifically, attracted you to Nova Scotia (answer from q#9) for your most recent vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Visit friends and/or family	25	23	30	23	26	23	27	36	32	30	40	21	22	17	19
The scenery/Beautiful scenery	19	16	19	18	24	20	21	16	14	23	21	18	16	12	19
Have visited before/Liked the Area/Lived there before	17	19	19	16	19	16	13	13	15	25	21	17	16	14	16
Beaches/Ocean/The Coast	10	9	6	12	11	9	11	6	14	10	8	13	11	6	11
Good attractions	9	7	7	7	9	11	7	9	6	9	10	11	7	5	14
Have never been there before	8	7	8	11	10	10	9	7	9	8	3	8	16	12	6
Close to home/Proximity/Time factor	6	5	2	4	3	5	6	7	5	7	6	5	5	14	7
People/Friendly/Hospitality	6	5	3	5	11	6	6	7	10	8	7	4	2	4	5
Was recommended to me/Read about it	6	5	3	8	10	6	5	7	5	1	2	8	13	5	9
Wanted to go/Just to see	5	5	8	7	5	6	4	7	3	8	4	6	4	8	7
Good location	5	4	8	4	2	5	5	7	5	3	7	6	11	6	5
The Cabot Trail/Cape Breton Island	5	3	8	4	4	5	3	6	5	3	6	8	7	8	6
Economical/Inexpensive	4	4	0	7	2	5	4	2	10	2	5	5	5	5	8
Outdoor activities (hiking, boating, golf, etc.)	4	5	14	6	1	3	4	6	2	4	1	6	0	1	6
Accommodations/Time share	4	5	7	4	5	4	2	3	7	3	4	3	2	1	3
To attend a festival/event	4	4	2	4	0	6	3	4	5	3	4	3	2	2	2
Food/Good food	3	4	5	2	4	2	4	4	2	3	1	5	2	1	5
Weather/Climate	3	4	0	3	5	3	3	5	2	1	1	2	4	4	0
Heritage/Way of life	3	3	0	2	1	5	3	4	0	3	3	3	2	0	1
Business/Conference	2	2	0	2	1	1	2	3	0	0	2	2	0	1	3
Entertainment/Shopping	2	2	0	2	1	1	2	0	2	1	4	3	4	0	0
Organized tour/Cruise	2	2	0	3	3	2	1	3	0	3	1	0	0	1	1
Wedding/Funeral/Reunion	1	2	0	2	0	1	1	2	2	1	2	2	2	1	2

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TABLE 11:

What, specifically, attracted you to Nova Scotia (answer from q#9) for your most recent vacation?

(cont.)

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Relaxing/Atmosphere	1	1	0	1	3	2	1	1	0	3	0	2	2	0	1
Travelling with someone else	1	1	0	0	0	1	1	0	0	0	1	1	0	4	3
Son/Daughter/I attended university	1	1	2	0	1	1	0	0	0	2	1	0	0	1	1
Passing through	1	0	0	0	0	1	0	1	0	1	1	1	0	1	1
Shopping	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Attractions	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Other	8	8	13	7	8	8	9	7	10	1	4	6	5	7	6
Nothing in particular	2	1	2	1	0	3	3	0	0	1	0	2	2	4	0
Don't know/No answer	1	1	4	1	1	1	1	1	0	1	0	1	0	1	2
WEIGHTED SAMPLE SIZE (#)	3022	694	90	165	13	532	549	133	50	77	207	238	66	105	102
UNWEIGHTED SAMPLE SIZE (#)	3053	480	58	292	91	375	484	101	42	97	191	355	55	139	293

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TABLE 12:

Overall, how would you rate Nova Scotia (answer from q#9) as a vacation destination? Would you say it is:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Outstanding	38	46	43	42	37	34	28	37	42	33	51	44	39	16	38
Very good	45	37	45	39	49	47	52	55	47	53	37	42	36	64	46
Good	13	13	12	14	12	15	16	6	9	13	10	10	23	17	12
Only fair	2	2	0	3	0	2	3	2	0	0	2	2	0	1	2
Poor	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Very poor	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0
Don't know/No answer	1	1	0	2	1	1	0	1	3	1	0	1	0	2	2
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 13:

What did you like the most about your recent vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Scenery/Beauty/Sightseeing	40	35	39	39	41	37	41	45	42	59	38	47	39	44	39
The people/The friendliness of the people	25	22	34	27	32	26	17	32	26	36	25	35	20	23	27
Beaches/The ocean/The coast	15	15	11	16	16	17	14	7	15	16	13	17	23	18	9
Attractions/Museums/Historic sites	14	15	15	19	11	13	12	11	12	13	15	12	23	13	9
Food/Good food/Restaurants	12	14	28	12	11	10	8	19	15	12	3	13	18	10	12
Weather/Beautiful weather	11	13	16	11	9	9	12	12	20	6	14	7	7	10	12
Peaceful/Relaxing/Getting away from home	11	13	2	12	13	9	9	11	23	5	12	13	14	6	12
Seeing friends/Relatives	9	12	14	9	7	8	8	8	11	4	10	5	14	3	7
Quality accommodations/Campgrounds	8	9	7	10	5	10	6	7	6	13	10	8	5	2	7
Outdoor activities (hiking, boating, golf, etc.)	6	5	6	5	5	8	8	2	3	8	3	6	2	6	8
Cabot trail/Cape Breton	4	2	4	3	3	6	5	1	6	3	3	9	9	6	5
Economical	4	5	2	6	1	3	3	5	3	2	3	4	2	2	3
Halifax	3	2	8	0	3	3	3	4	0	3	3	7	0	3	3
Culture/Atmosphere	3	3	3	2	0	3	2	2	3	5	3	3	5	2	3
Festivals/Events	3	3	6	3	1	2	2	3	0	1	1	2	5	3	5
Shopping	3	4	0	2	1	1	3	1	3	3	3	1	5	0	3
Variety of things to do/see	2	2	3	3	0	2	3	2	4	3	2	3	7	0	2
Specific location	2	2	0	1	3	3	3	3	0	2	2	3	5	2	7
Location/Accessibility	2	4	0	2	3	2	2	3	3	2	5	2	0	0	1
History	2	2	3	3	1	2	0	6	0	4	1	1	0	0	1
Cruise/Ferry	1	2	0	1	5	2	1	2	0	0	0	0	0	0	1
Entertainment/Music	1	1	0	1	0	1	0	0	0	0	3	2	0	1	3
New experience/Never been there	1	1	0	0	0	2	1	0	0	2	1	0	0	0	0
Peggy's Cove	1	1	2	1	3	2	0	1	0	0	0	1	2	2	1

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TABLE 13:

What did you like the most about your recent vacation in Nova Scotia (answer from q#9)?
(cont.)

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Clean/Well maintained	1	1	2	1	3	1	0	1	0	0	0	1	7	0	1
Everything/Liked it	1	0	0	1	0	2	1	0	0	1	1	1	0	0	2
Infrastructure/Roads	1	0	0	1	0	0	1	2	0	0	1	1	0	1	0
Other	8	5	5	4	7	10	10	16	3	0	2	6	2	28	9
Nothing in particular	2	2	4	2	1	2	2	1	4	2	3	1	0	2	1
Don't know/No answer	1	1	3	0	0	0	2	1	0	1	1	1	0	0	2
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 14:

What did you like the least about your recent vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Unpredictable weather/Weather	11	9	14	10	9	15	11	10	6	14	12	13	14	7	10
Travel time/Driving time	10	12	7	12	15	10	11	5	17	7	7	11	11	5	6
Vacation was too short	7	9	6	7	7	9	6	8	13	3	6	6	2	2	7
Poor/Inferior accommodations	4	3	2	4	3	4	4	6	0	6	2	7	2	10	2
Road conditions	4	3	6	2	1	4	4	2	6	4	7	3	5	2	4
Food/Choice of restaurants limited	4	3	5	3	1	4	4	6	0	7	1	6	2	5	3
High prices in general	4	4	6	2	3	4	3	5	3	5	3	3	2	6	5
Traffic/Transportation	3	4	0	4	5	2	4	2	4	4	3	2	2	1	2
Crowded/Too busy/Too commercial	3	4	0	4	0	2	3	4	0	2	2	2	2	1	3
Not a lot to do/Not a lot of attractions	2	2	4	3	4	2	1	2	3	1	2	1	0	2	2
Poor road signs/Tourist information	2	1	2	0	0	2	2	4	6	2	1	1	2	0	1
Exchange rate/American dollar	1	3	0	3	5	2	0	1	0	0	0	1	0	2	1
Ferry/Ferry ride	1	1	4	0	0	1	1	2	4	2	1	1	2	1	1
People/Customer service	1	1	0	0	1	0	1	4	0	0	3	1	2	0	0
Price of gas	1	1	0	1	0	0	0	3	3	2	1	1	5	0	2
Terrorists attacks/September 11	1	0	0	2	0	1	0	2	0	1	2	1	0	0	0
Mosquitoes/Bugs	1	1	0	2	1	0	0	1	0	2	1	0	0	2	0
Security at airports/boarder	1	0	4	0	0	1	1	0	0	2	1	2	0	0	1
Language barriers	1	1	2	0	0	0	1	0	0	0	0	2	0	0	0
Price of accommodations	1	0	0	2	0	1	0	0	0	2	0	0	2	0	1
Became ill	0	0	0	1	0	1	0	0	0	0	0	1	1	0	0
Dirty/Pollution	0	0	0	1	0	1	0	0	0	0	0	1	1	0	0
Parking	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Rest areas	0	0	0	0	0	0	0	0	3	0	0	1	0	0	0

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TABLE 14:
What did you like the least about your recent vacation in Nova Scotia (answer from q#9)?

(cont.)	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0
Touristy/Commercialism	8	7	0	5	12	10	9	6	3	8	4	10	5	13	9
Other	35	34	44	34	32	28	39	38	38	27	43	29	36	39	37
Nothing	3	3	4	2	3	3	1	0	0	9	2	4	9	3	5
Don't know/No answer															
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 14a:

Can you tell me if there were any specific attractions, activities or amenities, in particular, that you thought were missing or would like to have had available while on your recent vacation to Nova Scotia?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
More time missed attractions/ Didn't have enough time	2	3	0	4	3	2	1	2	6	5	2	0	0	1
More/Better accommodations	2	1	2	2	3	4	2	1	3	0	3	0	4	1
More/Better restaurants	2	1	5	2	1	2	2	6	3	2	2	5	1	2
Better/More acces to attractions	2	1	0	0	3	3	2	1	3	1	1	0	4	2
Ocean/Countryside/Outdoors	1	2	3	1	0	1	2	0	4	2	1	0	1	0
More family attractions (theme parks, etc.)	1	1	0	1	1	1	1	0	0	3	1	2	2	0
Evening entertainment/Nightlife	1	1	2	0	4	1	0	0	0	0	2	5	0	1
More information on what is available	1	0	0	0	0	2	0	2	0	2	1	0	0	2
Stay open longer/A lot of things were closed	1	0	0	0	3	0	1	2	0	2	1	3	2	1
Road side rest stops	1	1	0	0	0	1	0	0	0	0	3	0	0	0
Public transportation	1	1	0	0	1	1	1	0	0	2	1	1	0	0
Better weather	1	1	0	1	0	2	0	0	0	0	0	0	0	0
Outdoor activities (hiking, boating, golf, etc.)	1	1	0	0	0	0	0	1	0	0	1	0	2	1
More/Better shopping facilities	1	0	0	1	1	0	0	0	0	0	2	2	0	0
Lower prices/Too expensive	0	0	0	0	1	0	2	0	3	0	1	0	0	0
Better roads	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Friendly fast service/attitude	0	0	2	1	0	1	0	0	0	0	1	0	0	0
Language barrier	0	0	0	0	0	1	1	0	0	0	0	0	0	0
Hygiene	0	0	0	0	0	0	0	0	0	0	0	2	0	0
More services	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Improve signage on the roads	0	0	0	0	0	0	0	0	0	0	1	0	1	1
Alcohol accessibility	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Too busy	0	0	0	0	0	0	0	0	0	1	0	0	0	0

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TABLE 14a:

Can you tell me if there were any specific attractions, activities or amenities, in particular, that you thought were missing or would like to have had available while on your recent vacation to Nova Scotia?

(cont.)

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Technology problems (ie cell phone, computer)	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Other	1	1	3	1	1	1	1	0	6	6	0	2	0	2	0
Nothing	79	82	80	82	80	75	80	84	76	77	82	73	80	83	85
Don't know/No answer	2	2	6	3	0	3	3	1	0	1	1	1	5	1	4
WEIGHTED SAMPLE SIZE (#)	2544	618	72	147	11	434	450	117	40	57	157	211	53	91	86
UNWEIGHTED SAMPLE SIZE (#)	2538	415	47	260	75	308	394	89	33	72	145	311	44	121	224

TABLE 16a:

[AIDED/UNAIDED] Were LIVE MUSIC EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	32	27	37	29	36	31	36	37	31	31	37	34	32	40	37
Not important	68	73	63	71	64	69	64	63	69	69	63	66	68	60	63
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 16b:

[AIDED/UNAIDED] Were LIVE THEATRE EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	23	20	33	22	23	27	27	21	10	15	25	20	18	24	17
Not important	77	80	67	78	77	73	73	79	90	85	75	80	82	76	83
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 16c:

[AIDED/UNAIDED] Were LIVE SPORTING EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	9	9	9	8	3	7	13	5	3	13	8	5	11	8	6
Not important	91	91	91	92	97	93	87	95	97	87	92	95	89	92	94
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 16d:

[AIDED/UNAIDED] Was RECREATIONAL WALKING important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	71	68	84	68	64	70	71	77	77	69	68	71	73	83	74
Not important	29	32	16	32	36	30	29	23	23	31	32	29	27	17	26
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 16e:

[AIDED/UNAIDED] Was BIRD WATCHING important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	22	16	24	19	9	27	26	10	25	23	23	17	18	40	22
Not important	76	82	76	81	91	73	74	90	75	77	77	83	82	60	78
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 16f:

[AIDED/UNAIDED] Was WHALE WATCHING important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	25	18	39	21	24	27	27	25	21	28	19	32	32	26	35
Not important	75	82	61	79	76	73	73	75	79	72	81	68	68	74	65
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 16g:

[AIDED/UNAIDED] Was HUNTING FOR FOSSILS important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	8	6	11	7	5	10	9	4	12	3	8	9	11	17	10
Not important	92	94	89	93	95	90	91	96	88	97	92	91	89	83	90
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 16h:

[AIDED/UNAIDED] Was HIKING important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	40	33	50	36	20	43	46	34	49	30	46	41	23	57	47
Not important	60	67	50	64	80	57	54	66	51	70	54	59	77	43	53
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 16i:

[AIDED/UNAIDED] Was BICYCLING important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	16	15	17	13	7	18	14	17	13	16	15	14	11	35	19
Not important	84	85	83	87	93	82	86	83	87	84	65	86	89	65	81
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 16j:

[AIDED/UNAIDED] Was KAYAKING OR CANOEING important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	15	14	20	12	7	14	17	14	22	11	14	17	9	13	20
Not important	85	86	80	88	93	86	83	80	78	89	86	83	91	87	80
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 16k:

[AIDED/UNAIDED] Was GOLFING important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	10	9	17	5	7	8	11	10	9	23	14	13	16	7	12
Not important	90	91	83	94	93	92	89	90	91	77	86	87	84	93	88
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 16l:

[AIDED/UNAIDED] Was SIGHTSEEING important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	89	88	90	88	92	92	85	93	85	97	90	91	95	90	87
Not important	11	12	10	12	8	8	15	7	15	3	10	9	5	10	13
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 16m:

[AIDED/UNAIDED] Was SHOPPING important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	42	47	24	42	47	41	41	53	46	38	43	38	50	31	44
Not important	56	53	76	58	53	59	59	47	54	62	57	62	50	69	56
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 16n:

[AIDED/UNAIDED] Was GOING TO A CASINO important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	9	9	7	7	16	10	9	7	9	14	10	5	9	10	10
Not important	91	91	93	93	84	90	91	93	91	86	90	95	91	90	90
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 16o:

[AIDED/UNAIDED] Was URBAN NIGHTLIFE important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	17	14	25	14	12	15	19	16	19	13	22	15	7	26	20
Not important	83	86	75	86	88	85	81	84	81	87	78	85	93	74	80
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 16p:

[AIDED/UNAIDED] Was VISITING HISTORIC SITES important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	70	65	82	68	73	76	72	70	73	67	62	71	80	75	74
Not important	30	35	18	32	27	24	28	30	27	33	38	29	20	25	26
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 16q:

[AIDED/UNAIDED] Was VISITING MUSEUMS important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	53	52	55	53	44	55	59	51	54	49	43	50	55	59	54
Not important	47	48	45	47	56	45	41	49	46	51	57	50	45	41	46
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 16r:

[AIDED/UNAIDED] Was ATTENDING EDUCATIONAL SEMINARS/COURSES important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	8	8	6	9	9	11	9	3	0	4	9	7	7	5	8
Not important	92	92	94	91	91	89	91	97	100	96	91	93	93	95	92
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 16s:

[AIDED/UNAIDED] Was ATTENDING FESTIVALS AND EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	41	38	39	38	39	43	42	46	37	42	53	36	41	38	34
Not important	59	62	61	62	61	57	58	54	63	58	47	64	59	62	66
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 16t:

[AIDED/UNAIDED] Was GOING ON VACATION GETAWAYS important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	25	30	25	27	32	23	24	31	31	25	22	22	32	17	24
Not important	75	70	75	73	68	77	76	69	69	75	78	78	68	83	76
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 16u:

[AIDED/UNAIDED] Was SEEING LOCAL ARTS AND CRAFTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	60	57	73	54	64	66	59	61	67	69	56	63	61	56	60
Not important	40	43	27	46	36	34	41	39	33	31	44	37	39	44	40
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 16v:

[AIDED/UNAIDED] Was DINING OR SAMPLING MARITIME FOODS important to your decision to vacation in Nova Scotia (answer from q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Important	71	71	70	72	72	70	67	82	71	78	63	74	77	69	75
Not important	29	29	30	28	28	30	33	18	29	22	37	26	23	31	25
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 17a:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND A LIVE MUSIC EVENT

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	31	28	26	29	39	32	34	31	24	36	34	33	34	36	34
No	69	72	74	71	61	68	66	69	76	64	65	67	66	64	66
Don't know/No answer	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 17b:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND A LIVE THEATRE EVENT

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	21	21	31	18	21	24	21	22	10	10	20	16	18	23	21
No	79	79	69	82	79	75	79	78	90	90	79	83	82	77	79
Don't know/No answer	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 17c:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND A LIVE SPORTING EVENT

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	8	8	8	6	7	7	10	6	3	8	10	4	7	5	10
No	92	91	92	94	92	93	89	94	97	92	90	96	93	95	90
Don't know/No answer	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 17d:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO RECREATIONAL WALKING

	OVERALL Total	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	79	75	93	80	73	79	78	85	82	82	82	83	82	83	78
No	20	25	7	19	25	20	21	15	18	18	18	15	18	16	22
Don't know/No answer	0	0	0	0	1	0	1	0	0	0	0	1	0	1	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 17e:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO BIRD WATCHING

	OVERALL Total	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	21	18	28	17	9	26	24	7	18	22	22	18	16	33	23
No	78	82	70	83	91	73	75	93	79	78	77	82	84	64	76
Don't know/No answer	1	0	2	0	0	1	1	0	3	0	1	1	0	2	1
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 17f:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO WHALE WATCHING

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	16	10	23	11	11	19	16	19	16	8	13	21	16	23	24
No	84	90	77	89	89	80	83	81	84	92	86	78	84	77	76
Don't know/No answer	0	0	0	0	0	1	1	0	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 17g:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: HUNT FOR FOSSILS

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	8	6	5	5	7	9	8	5	10	4	9	11	9	11	8
No	92	93	95	95	93	89	92	95	90	96	90	89	91	88	92
Don't know/No answer	1	1	0	0	0	2	0	0	0	0	1	0	0	2	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 17h:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO HIKING

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	42	35	48	41	28	46	44	43	52	37	47	43	25	56	49
No	58	65	52	59	72	54	56	57	48	63	53	57	75	43	51
Don't know/No answer	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 17i:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO BICYCLING

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	13	11	18	9	8	15	12	14	9	15	13	11	7	27	19
No	87	89	82	91	92	85	88	86	91	85	86	89	93	72	81
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 17j:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO KAYAKING OR CANOEING

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	11	9	18	8	5	12	13	9	9	8	13	11	5	9	15
No	89	91	82	92	95	88	87	91	91	92	86	89	95	91	84
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	30	75	308	393	89	33	72	145	311	44	121	222

TABLE 17k:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO GOLFING

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	9	7	16	4	5	7	10	9	9	20	18	11	14	8	11
No	91	83	84	96	95	93	90	91	91	80	82	89	86	92	89
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 17i:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO SIGHTSEEING

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	86	50	95	59	92	92	84	90	89	91	88	91	89	80	90
No	11	10	2	11	8	8	15	9	11	9	12	9	11	20	10
Don't know/No answer	0	0	3	0	0	0	1	1	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 17m:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO SHOPPING

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	73	76	58	75	80	70	74	83	82	75	60	74	82	66	75
No	28	24	38	24	20	30	26	17	18	23	30	24	18	32	25
Don't know/No answer	1	0	4	0	0	0	0	0	0	2	1	1	0	2	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 17n:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO TO A CASINO

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	14	16	10	13	20	15	12	14	12	22	15	10	16	15	10
No	80	83	90	86	80	85	87	86	88	78	85	90	64	85	90
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 17o:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO TO A DANCE CLUB OR BAR

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	21	21	30	21	21	18	21	27	25	19	26	21	9	23	20
No	78	79	65	79	79	82	78	73	75	81	73	79	51	76	80
Don't know/No answer	0	0	6	0	0	0	1	0	0	0	1	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 67g:

And during your most recent vacation in Nova Scotia (answer from q49), did you VISIT A HISTORIC SITE

	Overall	ACTP Total	NSRP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DB CORE	Nova Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	72	71	85	75	75	77	86	72	70	71	63	75	62	71	75
No	28	29	12	24	25	23	13	26	27	29	37	24	16	29	25
Don't know/no answer	0	0	0	0	1	0	1	1	3	0	0	1	2	0	0
WEIGHTED SAMPLE SIZE (n)	2042	828	71	147	11	434	449	117	49	87	137	211	53	91	85
UNWEIGHTED SAMPLE SIZE (n)	2535	415	45	203	75	308	353	89	33	72	145	311	44	121	222

TABLE 67g:

And during your most recent vacation in Nova Scotia (answer from q49), did you VISIT A MUSEUM

	Overall	ACTP Total	NSRP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DB CORE	Nova Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	101	91	75	56	57	62	106	55	45	50	48	60	55	55	61
No	44	40	24	42	43	38	43	44	54	50	52	40	45	45	39
Don't know/no answer	0	0	0	0	0	0	1	1	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (n)	2042	828	71	147	11	434	449	117	49	87	137	211	53	91	85
UNWEIGHTED SAMPLE SIZE (n)	2535	415	45	203	75	308	353	89	33	72	145	311	44	121	222

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TABLE 17a

And during your most recent vacation in Nova Scotia (answer from q99), did you: ATTEND AN EDUCATIONAL SEMINAR/COURSE

	QUEBEC	ACTIP Total	NSPP Total	Scotia Prince Total	Bay Fernies Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	8	9	4	8	5	10	9	1	7	3	8	7	7	6	5
No	92	91	96	92	95	90	91	99	93	97	92	93	93	93	94
Don't know/no answer	0	0	0	0	0	0	1	0	0	0	1	0	0	2	0
WEIGHTED SAMPLE SIZE (n)	2042	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (n)	2038	416	46	260	75	306	393	89	33	72	145	311	44	121	222

TABLE 17a

And during your most recent vacation in Nova Scotia (answer from q99), did you: ATTEND ANY FESTIVALS AND EVENTS

	QUEBEC	ACTIP Total	NSPP Total	Scotia Prince Total	Bay Fernies Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	36	34	40	34	37	37	36	36	22	34	48	33	25	30	34
No	64	65	60	66	63	63	63	62	78	66	57	66	73	70	65
Don't know/no answer	0	0	0	0	0	0	0	0	0	0	1	1	2	0	1
WEIGHTED SAMPLE SIZE (n)	2042	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (n)	2038	416	46	260	75	306	393	89	33	72	145	311	44	121	222

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TABLE 17A

And during your most recent vacation in Nova Scotia (answer from q99) , did you: GO ON VACATION GETAWAYS

	Overall	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	25	27	28	27	33	25	25	22	34	30	23	17	25	31	24
No	68	67	64	66	63	66	68	77	66	67	74	76	68	55	71
Don't know/no answer	7	6	7	7	4	9	7	1	0	3	3	8	7	13	5
WEIGHTED SAMPLE SIZE (R)	3542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (R)	2535	415	65	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 17B

And during your most recent vacation in Nova Scotia (answer from q99) , did you: SEE LOCAL ARTS AND CRAFTS

	Overall	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	71	67	64	68	75	74	70	75	79	75	73	78	70	68	74
No	28	33	16	32	25	25	30	25	21	25	25	22	30	31	26
Don't know/no answer	6	0	0	0	0	0	0	0	0	0	2	0	0	2	0
WEIGHTED SAMPLE SIZE (R)	3542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (R)	2535	415	65	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 17a:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: DINE OR EAT FOODS UNIQUE TO THE MARITIMES (answer from q#9)

	OVERALL	ACTP	NSPP	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	84	85	88	83	93	84	80	83	94	89	78	85	89	80	87
No	16	15	10	16	7	16	20	17	6	11	22	14	11	20	13
Don't know/no answer	0	0	2	1	0	1	1	0	0	0	0	0	0	0	0
UNWEIGHTED SAMPLE SIZE (N)	2543	629	71	147	11	434	449	117	40	57	157	211	53	91	85
WEIGHTED SAMPLE SIZE (N)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 18a:

Would you say that ATTENDING A LIVE MUSIC EVENT in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP	NSPP	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	30	31	21	40	28	30	24	35	35	17	46	31	33	19	32
Met your expectations	61	61	79	60	65	60	64	57	53	80	48	53	67	70	59
Did not meet your expectations	6	6	0	0	3	7	7	8	12	0	6	7	0	5	5
Nothing to compare with	1	0	0	0	3	2	4	0	0	0	0	1	0	2	4
Don't know/no answer	2	2	0	0	0	1	1	0	0	2	0	7	0	5	1
UNWEIGHTED SAMPLE SIZE (N)	795	172	19	43	4	138	162	36	10	21	54	69	18	32	29
WEIGHTED SAMPLE SIZE (N)	795	113	14	10	23	99	124	26	6	26	50	99	15	43	75

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TABLE 18b:

Would you say that ATTENDING A LIVE THEATRE EVENT in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	30	31	14	37	19	37	26	28	36	28	21	31	50	18	24
Met your expectations	62	57	63	69	56	58	64	66	64	72	76	57	50	75	70
Did not meet your expectations	5	5	0	4	6	5	8	6	0	0	3	4	0	4	2
Nothing to compare with	1	2	5	0	0	0	0	0	0	0	0	2	0	0	4
Don't know/No answer	3	6	18	0	19	0	2	0	0	0	0	7	0	4	1
WEIGHTED SAMPLE SIZE (N)	528	127	22	27	2	105	94	26	4	6	31	34	10	21	18
UNADJUSTED SAMPLE SIZE (N)	497	81	13	49	16	77	77	19	3	8	29	50	8	28	40

TABLE 18c:

Would you say that ATTENDING A LIVE SPORTING EVENT in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	28	35	35	48	0	25	19	40	100	23	29	24	33	17	16
Met your expectations	62	57	65	65	60	72	71	6	0	44	57	68	67	83	76
Did not meet your expectations	5	5	0	6	20	0	7	0	0	11	14	8	0	0	8
Nothing to compare with	4	3	0	0	0	3	3	54	0	23	0	0	0	0	0
Don't know/No answer	195	52	6	9	1	30	47	7	1	5	15	8	4	5	8
WEIGHTED SAMPLE SIZE (N)	190	35	3	15	5	22	42	5	1	6	14	13	3	6	20

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TABLE 18d

Would you say that RECREATIONAL WALKING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Fernies Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	23	25	25	22	16	24	21	23	33	12	29	22	25	12	26
Met your expectations	72	70	68	75	76	72	73	71	67	86	66	74	69	82	71
Did not meet your expectations	2	3	0	1	0	2	3	2	0	2	5	3	3	2	1
Nothing to compare with	1	1	4	0	0	0	0	1	0	0	1	0	3	0	0
Don't know/no answer	2	2	3	1	7	1	2	4	0	0	0	2	0	4	2
WEIGHTED SAMPLE SIZE (9)	2019	462	66	118	8	345	352	99	33	47	129	176	43	76	66
UNWEIGHTED SAMPLE SIZE (8)	2029	316	43	209	55	245	310	74	27	60	119	260	36	101	174

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TABLE 18a:

Would you say that BIRD WATCHING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	23	18	13	34	14	20	25	12	32	17	38	27	29	23	25
Met your expectations	96	69	72	64	72	66	64	88	48	75	53	66	71	75	65
Did not meet your expectations	8	6	6	0	14	11	11	0	20	8	3	6	0	0	9
Nothing to compare with	1	2	0	2	0	0	0	0	0	0	3	1	0	0	0
Don't know/no answer	2	3	10	0	0	2	0	0	0	0	3	0	0	3	0
WEIGHTED SAMPLE SIZE (N)	535	110	20	25	1	113	109	8	7	13	35	37	8	30	20
UNWEIGHTED SAMPLE SIZE (N)	500	73	14	46	7	75	85	10	6	15	32	53	7	40	37

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TABLE 18f:

Would you say that WHALE WATCHING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	38	33	65	51	63	33	29	45	41	89	42	43	36	34
Met your expectations	43	48	7	37	37	43	56	41	41	11	37	29	50	40
Did not meet your expectations	18	17	28	8	0	23	13	15	18	0	21	29	11	23
Nothing to compare with	1	2	0	0	0	0	2	0	0	0	0	0	0	0
Don't know/No answer	1	0	0	4	0	1	0	0	0	0	0	0	4	3
WEIGHTED SAMPLE SIZE (#)	401	63	16	16	1	83	73	22	6	5	21	8	21	20
UNWEIGHTED SAMPLE SIZE (#)	403	44	10	29	8	58	63	15	5	6	19	7	28	49

TABLE 18g:

Would you say that HUNTING FOR FOSSILS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	21	18	0	27	20	11	23	43	37	61	38	50	8	3
Met your expectations	60	66	60	49	60	68	57	42	63	19	46	25	62	92
Did not meet your expectations	15	11	40	24	0	13	20	16	0	19	8	25	23	5
Don't know/No answer	4	5	0	0	20	9	0	0	0	0	0	0	8	0
WEIGHTED SAMPLE SIZE (#)	195	37	3	7	1	41	36	6	4	3	14	5	10	6
UNWEIGHTED SAMPLE SIZE (#)	191	22	2	13	5	29	27	4	3	4	13	4	13	17

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TABLE 18h:

Would you say that HIKING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	27	25	28	30	29	29	27	26	42	27	25	27	27	13	25
Met your expectations	69	70	72	67	67	68	67	64	58	58	74	69	64	82	72
Did not meet your expectations	2	3	0	0	0	2	3	3	0	10	1	2	9	1	3
Nothing to compare with	0	0	0	0	0	0	0	2	0	0	0	1	0	3	1
Don't know/No answer	2	2	0	3	5	2	3	5	0	5	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	1072	215	34	60	3	201	196	50	21	21	74	90	13	51	41
UNWEIGHTED SAMPLE SIZE (#)	1056	146	23	104	21	140	167	39	17	28	68	131	11	68	93

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TABLE 18i:

Would you say that BICYCLING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	21	18	46	19	0	16	23	22	31	13	32	12	33	21	21
Met your expectations	69	74	54	64	66	78	69	62	69	74	68	70	67	55	63
Did not meet your expectations	8	8	0	9	34	6	4	16	0	13	0	17	0	21	10
Nothing to compare with	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Don't know/No answer	1	0	0	9	0	0	3	0	0	0	0	0	0	3	4
WEIGHTED SAMPLE SIZE (#)	330	71	12	13	1	64	53	17	4	8	21	22	4	25	16
UNWEIGHTED SAMPLE SIZE (#)	327	49	8	22	6	45	46	11	3	11	19	34	3	33	37

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TABLE 18j:

Would you say that KAYAKING OR CANOEING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	33	35	48	33	25	18	36	74	33	55	32	31	50	18	22
Met your expectations	63	58	52	62	75	78	63	26	67	45	63	64	0	82	70
Did not meet your expectations	2	4	0	0	0	3	1	0	0	0	0	0	50	0	7
Nothing to compare with	1	0	0	0	0	0	0	0	0	0	5	2	0	0	0
Don't know/No answer	1	3	0	5	0	0	0	0	0	0	0	3	0	0	0
WEIGHTED SAMPLE SIZE (#)	276	56	12	12	1	51	57	11	3	5	21	24	2	8	13
UNWEIGHTED SAMPLE SIZE (#)	272	39	8	19	4	39	51	9	3	7	19	34	2	11	27

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TABLE 18k:

Would you say that GOLFING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	30	35	26	40	25	36	28	36	69	32	19	25	33	0	34
Met your expectations	65	61	74	60	75	61	65	64	31	68	69	66	67	90	66
Did not meet your expectations	2	0	0	0	0	4	3	0	0	0	0	6	0	0	0
Nothing to compare with	2	4	0	0	0	0	0	0	0	0	8	3	0	10	0
Don't know/No answer	1	0	0	0	0	0	4	0	0	0	4	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	235	43	11	6	1	29	45	10	4	11	28	23	7	8	9
UNWEIGHTED SAMPLE SIZE (#)	244	35	7	10	4	21	42	9	3	14	26	35	6	10	22

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TABLE 18i:

Would you say that SIGHTSEEING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	39	41	46	40	36	36	35	35	62	37	45	44	46	18	38
Met your expectations	57	55	43	57	61	61	59	60	38	61	52	53	51	78	59
Did not meet your expectations	3	3	2	2	1	2	5	3	0	0	2	2	0	1	2
Nothing to compare with	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
Don't know/No answer	1	0	8	1	1	1	0	3	0	2	1	0	3	3	1
WEIGHTED SAMPLE SIZE (#)	2260	558	67	130	10	397	379	105	35	51	139	191	47	73	76
UNWEIGHTED SAMPLE SIZE (#)	2267	375	44	231	69	284	337	83	29	66	128	262	39	97	203

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TABLE 18m:

Would you say that SHOPPING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	14	14	17	12	17	17	14	12	14	6	11	11	17	6	15
Met your expectations	75	76	70	79	70	69	73	81	79	78	79	77	64	80	71
Did not meet your expectations	9	7	8	7	10	11	9	0	7	10	6	10	19	9	10
Nothing to compare with	1	1	0	2	2	1	1	0	0	0	2	1	0	1	1
Don't know/No answer	2	2	6	1	2	2	2	7	0	6	2	2	0	4	3
WEIGHTED SAMPLE SIZE (#)	1868	468	41	110	9	304	330	97	33	43	108	157	43	60	63
UNWEIGHTED SAMPLE SIZE (#)	1881	317	27	195	60	216	297	72	27	54	100	232	36	80	168

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TABLE 18n:
Would you say that GOING TO A CASINO in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	15	17	0	9	13	22	16	33	0	0	14	5	29	6	7
Met your expectations	63	61	100	69	73	63	64	37	76	58	59	68	43	78	73
Did not meet your expectations	16	16	0	20	0	10	15	30	24	17	18	25	29	11	20
Nothing to compare with	2	2	0	0	7	2	3	0	0	13	0	2	0	6	0
Don't know/No answer	3	4	0	3	7	2	2	0	0	13	9	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	361	102	7	20	2	65	56	16	5	12	24	21	8	14	9
UNWEIGHTED SAMPLE SIZE (#)	358	63	5	35	15	50	51	13	4	17	22	33	7	18	25

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TABLE 180:
Would you say that GOING TO A DANCE CLUB OR BAR in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	11	13	6	9	6	11	11	14	11	19	11	9	0	4	14
Met your expectations	76	73	81	83	69	73	81	69	77	77	71	72	75	89	71
Did not meet your expectations	7	8	6	6	0	9	6	5	11	0	8	12	0	7	3
Nothing to compare with	3	1	8	2	19	1	2	9	0	5	8	0	25	0	1
Don't know/No answer	3	4	0	0	6	6	0	4	0	0	3	7	0	0	11
WEIGHTED SAMPLE SIZE (#)	542	132	21	31	2	78	97	31	10	11	41	45	5	21	17
UNWEIGHTED SAMPLE SIZE (#)	549	93	13	55	16	59	87	24	8	14	38	66	4	28	44

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TABLE 18p:

Would you say that VISITING HISTORIC SITES in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	31	29	22	34	24	34	30	30	26	26	26	33	44	19	39
Met your expectations	65	68	70	60	68	61	65	62	74	72	70	62	47	76	58
Did not meet your expectations	3	3	2	3	3	4	5	2	0	0	3	2	6	3	2
Nothing to compare with	1	0	3	2	3	0	0	1	0	1	1	1	0	1	0
Don't know/No answer	1	0	3	3	2	1	0	5	0	1	0	2	3	1	0
WEIGHTED SAMPLE SIZE (#)	1830	433	63	111	8	335	297	85	28	40	100	159	43	65	63
UNWEIGHTED SAMPLE SIZE (#)	1828	292	41	196	59	238	259	64	23	52	92	231	36	86	159

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TABLE 18q:

Would you say that VISITING MUSEUMS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	26	27	27	27	26	30	24	27	33	12	26	24	38	18	19
Met your expectations	69	70	63	70	70	63	70	71	67	80	71	70	62	79	77
Did not meet your expectations	3	2	2	2	5	3	3	0	0	2	1	5	0	2	3
Nothing to compare with	1	1	7	0	0	1	1	0	0	0	0	0	0	2	0
Don't know/No answer	2	1	0	1	0	3	2	2	0	5	1	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	1424	316	54	86	6	270	252	64	18	28	75	126	29	50	51
UNWEIGHTED SAMPLE SIZE (#)	1400	212	35	151	43	188	212	49	15	38	69	180	24	66	118

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TABLE 18r:

Would you say that ATTENDING AN EDUCATIONAL SEMINAR/COURSE in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	41	33	62	36	0	48	42	0	50	67	55	43	33	14	40
Met your expectations	54	61	38	64	100	48	48	100	50	33	45	50	33	86	60
Did not meet your expectations	3	4	0	0	0	0	6	0	0	0	0	4	0	0	0
Nothing to compare with	2	2	0	0	0	4	0	0	0	0	0	0	0	0	0
Don't know/No answer	1	0	0	0	0	0	3	0	0	0	0	3	33	0	0
WEIGHTED SAMPLE SIZE (#)	196	54	3	12	1	43	38	2	3	1	12	14	4	5	4
UNWEIGHTED SAMPLE SIZE (#)	185	40	2	20	4	28	31	1	2	3	11	21	3	7	12

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TABLE 18s:

Would you say that ATTENDING FESTIVALS AND EVENTS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	25	23	25	31	39	28	18	30	39	11	32	28	27	19	26
Met your expectations	65	71	68	62	61	62	66	56	61	82	55	63	64	69	72
Did not meet your expectations	4	4	0	3	0	6	7	0	0	0	6	5	0	6	0
Nothing to compare with	1	2	0	0	0	0	3	0	0	0	4	2	0	0	0
Don't know/No answer	4	1	7	3	0	4	5	13	0	8	3	2	9	6	2
WEIGHTED SAMPLE SIZE (#)	903	212	28	50	4	160	163	44	9	19	75	70	13	27	29
UNWEIGHTED SAMPLE SIZE (#)	908	149	18	87	28	110	147	34	7	28	69	103	11	36	81

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TABLE 18:
Would you say that GOING ON VACATION GETAWAYS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	30	27	8	32	40	30	33	38	53	27	33	35	18	18	29
Met your expectations	65	68	92	61	52	67	60	62	47	61	58	58	73	74	66
Did not meet your expectations	4	4	0	5	4	3	6	0	0	0	9	6	9	5	1
Nothing to compare with	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	1	1	0	1	4	0	0	0	0	12	0	2	0	3	3
WEIGHTED SAMPLE SIZE (#)	641	169	20	39	4	108	111	25	13	17	36	35	13	29	20
UNWEIGHTED SAMPLE SIZE (#)	648	111	13	71	25	79	103	23	11	21	33	55	11	38	54

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TABLE 18u:
Would you say that SEEING LOCAL ARTS AND CRAFTS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	19	19	21	16	20	19	19	22	7	19	24	18	32	20	24
Met your expectations	73	73	67	74	70	76	72	71	89	73	71	73	52	73	67
Did not meet your expectations	6	7	3	7	5	4	6	2	4	5	2	6	13	4	7
Nothing to compare with	1	0	6	0	0	0	1	0	0	3	1	1	0	2	0
Don't know/No answer	2	1	2	3	5	1	2	5	0	0	3	2	3	1	2
WEIGHTED SAMPLE SIZE (#)	1817	413	59	99	8	322	312	88	31	42	115	165	37	62	63
UNWEIGHTED SAMPLE SIZE (#)	1812	277	39	174	56	229	274	65	26	56	106	240	31	82	157

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TABLE 18v:

Would you say that DINING OR SAMPLING MARITIME FOODS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded your expectations	35	33	39	33	47	39	30	37	30	32	39	36	46	28	38
Met your expectations	57	60	56	58	50	54	60	57	60	64	52	54	44	65	53
Did not meet your expectations	5	5	2	6	1	6	6	0	6	2	4	7	5	5	6
Nothing to compare with	1	0	3	1	0	1	1	0	0	0	2	0	3	2	0
Don't know/No answer	2	2	0	3	1	1	2	5	3	2	4	2	3	0	2
WEIGHTED SAMPLE SIZE (#)	2126	528	62	122	10	363	358	97	37	50	122	180	47	73	74
UNWEIGHTED SAMPLE SIZE (#)	2122	354	41	216	70	258	313	75	31	64	113	264	39	97	187

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TABLE 19:

How many individuals, including yourself and children, were in your party on this vacation in Nova Scotia (answer from Q#9) ?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
1-2	54	55	64	55	63	56	55	50	70	46	43	49	61	57	46
3-4	29	28	32	27	32	25	29	28	18	33	37	36	23	31	38
5-6	8	6	2	6	4	9	10	12	3	9	14	11	7	7	8
7+	8	10	2	11	1	10	7	10	9	12	7	5	9	5	7
Dont know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222
MEAN	4	5	3	5	3	5	4	4	3	5	4	4	5	3	4

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TABLE 20:

Which of the following best describes the composition of your party on this vacation? Did you vacation:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
As a couple	44	44	55	47	52	47	44	36	61	43	32	37	52	49	39
As a family with children	20	17	23	20	13	20	21	16	9	16	30	30	11	15	28
As two or more couples	10	11	7	9	5	10	9	13	3	20	10	8	9	10	9
With friend(s)	8	9	6	9	13	6	8	15	6	5	6	9	11	16	10
As two or more families with children	5	6	0	4	5	3	4	7	9	4	8	4	5	2	5
Alone (Only if ONE in party)	4	6	7	1	5	3	5	5	0	1	8	5	0	2	2
With an organized group/four	4	4	2	6	0	5	3	3	4	8	2	1	7	2	1
Relatives/Family (general)	3	3	0	4	5	3	4	2	6	2	4	2	5	1	3
As a couple with friends/relatives	1	1	0	1	0	1	1	0	3	0	0	2	0	2	1
As a family with friends	0	1	0	0	0	0	0	2	0	1	1	0	0	1	0
Family without children	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 22:

Did the availability of service in French during your vacation to Nova Scotia (answer from q#9) exceed your expectations, met your expectations, or did not meet your expectations?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Exceeded expectations	16	0	35	0	0	16	10	0	0	0	0	19	0	18	38
Met expectations	63	0	27	0	0	56	69	67	100	0	0	56	0	68	47
Did not meet expectations	14	0	37	0	0	18	12	0	0	0	0	16	0	13	11
Nothing to compare to	1	0	0	0	0	2	1	0	0	0	0	0	0	0	4
Don't know/No answer	6	0	0	0	0	7	7	33	0	0	0	9	0	2	0
WEIGHTED SAMPLE SIZE (#)	291	0	11	0	0	64	108	8	1	0	0	6	0	77	15
UNWEIGHTED SAMPLE SIZE (#)	251	0	7	0	0	38	67	3	1	0	0	11	0	102	22

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TABLE 24:

When choosing a vacation destination, is it (read responses) that the destination can offer you the majority of service in French?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Critically important	56	0	53	0	0	57	64	67	100	0	0	26	0	50	36
Important, but not critical	23	0	27	0	0	30	17	0	0	0	0	28	0	26	36
Not very important	8	0	10	0	0	2	9	0	0	0	0	28	0	7	17
Not at all important	9	0	10	0	0	2	7	33	0	0	0	19	0	13	11
Depends	3	0	0	0	0	8	3	0	0	0	0	0	0	1	0
Don't know/No answer	1	0	0	0	0	0	0	0	0	0	0	0	0	3	0
WEIGHTED SAMPLE SIZE (#)	291	0	11	0	0	64	108	8	1	0	0	8	0	77	15
UNWEIGHTED SAMPLE SIZE (#)	251	0	7	0	0	38	67	3	1	0	0	11	0	102	22

TABLE 25:

Do you recall receiving a video in the mail promoting Nova Scotia?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	89	0	0	0	0	0	0	0	0	0	0	0	0	89	0
No	9	0	0	0	0	0	0	0	0	0	0	0	0	9	0
Don't know/No answer	2	0	0	0	0	0	0	0	0	0	0	0	0	2	0
WEIGHTED SAMPLE SIZE (#)	77	0	0	0	0	0	0	0	0	0	0	0	0	77	0
UNWEIGHTED SAMPLE SIZE (#)	102	0	0	0	0	0	0	0	0	0	0	0	0	102	0

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TABLE 25a:

Did you, or did anyone else in your household watch the video promoting Nova Scotia?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	89	0	0	0	0	0	0	0	0	0	0	0	0	89	0
No	11	0	0	0	0	0	0	0	0	0	0	0	0	11	0
WEIGHTED SAMPLE SIZE (#)	69	0	0	0	0	0	0	0	0	0	0	0	0	69	0
UNWEIGHTED SAMPLE SIZE (#)	91	0	0	0	0	0	0	0	0	0	0	0	0	91	0

TABLE 26:

To what extent, if at all, did the video influence your decision to visit Nova Scotia? Did the video have a:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Significantly positive effect on your decision to visit Nova Scotia	28	0	0	0	0	0	0	0	0	0	0	0	0	28	0
Somewhat positive effect	49	0	0	0	0	0	0	0	0	0	0	0	0	49	0
No effect one way or another to visit Nova Scotia	14	0	0	0	0	0	0	0	0	0	0	0	0	14	0
Somewhat negative effect	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Don't know/No answer	7	0	0	0	0	0	0	0	0	0	0	0	0	7	0
WEIGHTED SAMPLE SIZE (#)	61	0	0	0	0	0	0	0	0	0	0	0	0	61	0
UNWEIGHTED SAMPLE SIZE (#)	81	0	0	0	0	0	0	0	0	0	0	0	0	81	0

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TABLE 26a:

Thinking to your future vacation plans, does watching the video (responses) the chances that you will take a vacation in Nova Scotia in the future?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Increase	75	0	0	0	0	0	0	0	0	0	0	0	0	75	0
Have no influence on	21	0	0	0	0	0	0	0	0	0	0	0	0	21	0
Don't know/No answer	4	0	0	0	0	0	0	0	0	0	0	0	0	4	0
WEIGHTED SAMPLE SIZE (#)	61	0	0	0	0	0	0	0	0	0	0	0	0	61	0
UNWEIGHTED SAMPLE SIZE (#)	81	0	0	0	0	0	0	0	0	0	0	0	0	81	0

TABLE 27:

(Ask only if vacationed in Nova Scotia in June, Jul, Aug, Sept., Oct., or Nov in Q#7) During your vacation to Nova Scotia, did you notice any programs specifically designed to provide services to French-speaking visitors?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	72	0	100	0	0	69	76	0	100	0	0	100	0	56	88
No	28	0	0	0	0	31	24	0	0	0	0	0	0	44	12
WEIGHTED SAMPLE SIZE (#)	99	0	3	0	0	27	34	0	1	0	0	5	0	24	5
UNWEIGHTED SAMPLE SIZE (#)	87	0	2	0	0	16	21	0	1	0	0	8	0	32	7

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TABLE 27a:

Can you recall the name of this program?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Ici, on Parle Francais	3	0	0	0	0	5	3	0	0	0	0	0	0	3	6
Other	53	0	73	0	0	70	67	67	100	0	0	23	0	22	36
Don't know/No answer	44	0	27	0	0	25	31	33	0	0	0	77	0	75	58
WEIGHTED SAMPLE SIZE (#)	188	0	11	0	0	38	63	8	1	0	0	5	0	49	12
UNWEIGHTED SAMPLE SIZE (#)	163	0	7	0	0	23	39	3	1	0	0	8	0	65	17

TABLE 27b:

Ici, on Parle Francais is a program designed to meet the needs of French visitors by highlighting to visitors those tourism operators and attractions which provide services in French. Were you aware of this program during this visit to Nova Scotia?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	39	0	53	0	0	46	42	0	0	0	0	23	0	35	35
No	61	0	47	0	0	54	58	100	100	0	0	77	0	65	65
WEIGHTED SAMPLE SIZE (#)	182	0	11	0	0	36	62	8	1	0	0	5	0	48	11
UNWEIGHTED SAMPLE SIZE (#)	158	0	7	0	0	22	38	3	1	0	0	8	0	63	16

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TABLE 28:

Which of the following means of transportation did you use to travel to Nova Scotia(answer from Q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Passenger vehicle	72	69	74	67	77	68	77	70	82	77	79	75	70	72	76
Commercial airline/Private plane	21	27	20	25	17	20	20	24	15	12	15	19	7	9	17
Recreational vehicle	8	6	11	5	9	9	7	11	9	6	6	6	14	19	10
Bus/Motorcoach	6	7	0	6	7	6	6	4	9	8	3	2	7	5	3
Bar Harbour to Yarmouth/Cat	4	5	2	6	20	3	1	3	4	2	0	6	14	0	5
Ship/Ferry	4	2	5	4	1	3	5	2	3	5	4	4	5	2	5
Portland to Yarmouth	3	3	2	11	12	4	1	3	0	0	0	5	9	0	3
Train	2	2	5	1	0	2	3	1	0	4	3	1	2	2	2
Cruise Ship	1	2	0	3	1	2	1	2	0	0	0	1	0	0	0
Digby to St. John	1	2	0	0	5	1	1	0	0	0	1	2	0	0	3
Caribou to Wood Island	1	0	3	2	0	0	1	3	0	2	1	2	0	0	0
Motorcycle	1	0	0	1	0	0	1	2	0	0	1	1	0	4	1
Sydney to Port aux Basque	0	0	0	0	0	0	0	0	0	1	1	1	0	0	0
Sydney to Argentina	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Other	0	0	0	0	0	1	0	0	0	0	1	0	0	1	2
Don't Know/No Answer	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0
WEIGHTED SAMPLE SIZE (#)	2540	618	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2534	415	46	260	75	308	393	89	33	72	145	311	44	121	222

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Tables by Media

TABLE 29:

Did you purchase any travel packages that included transportation and/or accommodations on your most recent vacation in Nova Scotia(answer to Q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	15	18	20	22	15	17	11	12	13	9	7	9	25	9	11
No	85	81	80	77	85	83	88	88	87	91	92	90	75	90	89
Don't know/No answer	0	0	0	1	0	1	1	0	0	0	1	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

TABLE 30:

Did you contact a travel agent to assist you with planning your most recent vacation in Nova Scotia(answer to Q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	14	15	16	15	16	19	16	11	9	8	8	11	11	9	11
No	85	85	82	84	81	81	83	89	91	92	92	88	86	91	89
Don't know/No answer	1	0	2	2	3	0	1	0	0	0	1	1	2	0	1
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222

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TABLE 31:

Did you contact a travel agent for any of the following reasons?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
To book your vacation	70	78	36	74	58	71	71	65	31	90	55	58	60	82	63
For information about your vacation	52	50	40	56	50	56	51	44	31	33	27	65	80	73	59
For assistance with planning your vacation	52	46	33	69	25	54	53	52	61	45	27	59	60	73	54
To purchase a travel package or tour	35	36	32	51	17	41	30	42	31	22	9	24	20	55	42
To help you decide where you should go for your vacation	18	15	0	23	8	14	26	23	0	22	27	20	20	18	24
Did not contact travel agent for any of those reasons	9	11	0	3	17	10	5	26	39	0	9	9	0	0	7
Don't know/No answer	2	2	17	10	0	1	2	0	0	0	0	0	0	0	8
WEIGHTED SAMPLE SIZE (#)	362	93	11	22	2	81	74	13	4	5	12	23	6	8	9
UNWEIGHTED SAMPLE SIZE (#)	348	65	7	38	12	62	59	10	3	5	11	33	5	11	27

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Tables by Media

TABLE 32:

Did your travel agent play a (read responses) role in terms of helping you choose a vacation destination?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Critically important	15	11	11	16	17	23	19	2	31	45	0	7	0	18	19
Important, but not critical	33	30	17	29	8	45	30	29	0	10	64	30	40	9	21
Not very important	17	16	37	18	17	14	13	15	0	0	27	34	40	27	8
Not at all important	32	44	35	35	50	18	29	54	31	45	9	26	20	45	44
Don't know/No answer	3	0	0	3	8	0	8	0	39	0	0	3	0	0	8
WEIGHTED SAMPLE SIZE (#)	362	93	11	22	2	81	74	13	4	5	12	23	6	8	9
UNWEIGHTED SAMPLE SIZE (#)	348	65	7	38	12	62	59	10	3	5	11	33	5	11	27

TABLE 33:

How many nights, in total did you spend during your vacation in Nova Scotia(answer to Q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Less than 3	8	9	0	9	4	5	7	10	11	11	12	9	5	7	5
3-4	24	23	14	25	23	23	23	17	21	36	31	25	27	22	25
5-7	33	34	26	30	29	37	30	35	28	22	28	38	32	30	31
8+	35	33	57	35	39	34	39	35	40	31	28	29	32	40	37
Don't know/No answer	1	1	3	2	5	1	1	3	0	0	0	1	5	2	2
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222
MEAN	8.0	7.9	9.5	7.7	9.8	8.0	8.4	8.7	8.9	6.1	7.3	6.8	8.4	11.0	7.5

Averages do not include "0"

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Tables by Media

TABLE 34_1:

And how many of these nights did you stay: With friends/relatives:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
0	71	75	60	80	72	76	69	62	64	70	43	80	77	71	75
1-2	6	5	5	4	4	7	4	6	6	4	16	6	5	12	6
3-4	7	6	8	5	5	4	9	15	3	16	15	5	5	7	3
5-7	7	10	12	3	5	7	7	7	13	0	11	4	7	6	7
8+	7	4	13	8	12	5	9	7	14	10	14	5	5	4	8
Don't know/No answer	1	1	3	1	1	0	1	3	0	0	0	0	2	0	1
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222
MEAN	6.4	5.7	7.0	6.9	8.9	5.8	7.7	5.7	8.2	5.8	5.9	6.0	6.6	6.7	6.7

Averages do not include "0"

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Tables by Media

TABLE 34_2:

And how many of these nights did you stay: In a hotel/motel:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
0	45	39	47	40	31	49	48	43	39	47	39	27	55	37
2	10	13	7	10	12	7	9	10	14	13	11	7	9	10
3	10	11	12	10	11	9	9	11	3	12	10	9	7	10
4	8	10	7	10	12	8	5	6	9	12	8	16	5	11
5	5	4	4	6	5	6	7	5	3	6	6	5	6	4
6+	22	23	21	24	27	20	21	22	32	10	25	34	19	28
Don't know/No answer	1	0	3	1	3	0	1	3	0	0	0	2	0	1
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	311	44	121	222
MEAN	5.4	5.4	5.7	5.2	5.2	5.7	5.7	5.4	5.9	3.7	5.1	5.5	7.1	5.1

Averages do not include "0"

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Tables by Media

TABLE 34_3:

And how many of these nights did you stay: In campgrounds/trailer parks:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECNA	Web Core	RR Core	Que Video	Source
0	84	90	72	90	96	80	82	84	89	84	85	83	89	66	83
1-2	2	1	5	1	0	3	3	5	0	4	1	3	0	2	2
3-4	3	2	0	1	1	3	4	2	3	4	7	5	0	8	3
5-7	4	3	10	2	0	5	4	4	3	5	4	4	0	8	5
8+	6	4	10	5	1	9	6	3	6	4	2	5	9	15	5
Don't know/No answer	1	0	3	1	1	0	1	3	0	0	1	0	2	0	1
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222
MEAN	7.6	7.8	7.4	8.7	7.0	8.3	6.8	5.5	8.5	5.0	5.0	5.9	24.0	10.5	6.8

Averages do not include "0"

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Tables by Media

TABLE 34_4:

And how many of these nights did you stay: In Bed & Breakfasts:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECNA	Web Core	RR Core	Que Video	Source
0	90	94	78	87	85	87	90	82	94	93	95	88	86	91	84
1-2	4	2	8	4	5	3	5	5	4	2	1	4	11	3	7
3-4	3	2	3	4	8	5	2	2	3	1	3	3	0	2	4
5-7	2	1	5	3	0	3	1	3	0	0	1	3	0	3	3
8+	1	1	4	2	0	2	1	5	0	4	0	1	0	0	1
Don't know/No answer	1	0	3	1	1	0	1	3	0	0	0	0	2	0	1
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222
MEAN	4.3	5.0	4.3	4.4	2.5	4.7	2.9	7.0	2.4	6.5	3.4	4.1	1.6	3.9	3.5

Averages do not include "0"

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Tables by Media

TABLE 34_5:

And how many of these nights did you stay: In country inns:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
0	97	98	94	96	96	97	97	96	100	98	99	95	98	96
1	1	0	3	1	3	1	1	0	0	0	0	0	1	1
2														
3	1	0	0	1	0	0	1	0	0	2	1	0	1	0
4	0	1	0	0	0	0	0	0	0	0	0	2	0	0
5	0	1	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	1	0	1	0	0	0	0	1	0
7	0	0	0	1	0	0	0	0	0	0	0	0	0	1
8+	1	0	3	1	1	0	1	3	0	0	0	2	0	1
Don't know/No answer														
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	44	121	222
MEAN	3.1	4.6	2.0	3.4	1.7	2.8	2.4	3.5	.	3.0	3.3	2.5	3.7	3.5

Averages do not include "0"

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Tables by Media

TABLE 34_6:

And how many of these nights did you stay: Other:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
0	85	81	89	83	77	87	83	85	89	81	86	88	86	89	87
1-2	2	1	2	2	3	1	2	1	3	8	1	2	5	1	4
3-4	2	2	0	3	0	2	3	3	0	3	3	1	2	2	1
5-7	5	8	2	6	7	5	4	3	3	0	4	4	0	2	3
8+	6	7	4	5	12	4	7	4	6	8	5	4	5	7	4
Don't know/No answer	1	0	3	1	1	1	1	3	0	0	0	0	2	0	1
WEIGHTED SAMPLE SIZE (#)	2542	620	71	147	11	434	449	117	40	57	157	211	53	91	85
UNWEIGHTED SAMPLE SIZE (#)	2535	416	46	260	75	308	393	89	33	72	145	311	44	121	222
MEAN	9.4	10.0	8.5	9.2	20.3	8.0	8.9	12.8	9.3	5.6	9.9	7.9	8.8	14.5	8.5

Averages do not include "0"

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Tables by Media

TABLE 34a:

Were there any specific areas or attractions that you planned to visit in Nova Scotia, prior to coming to Nova Scotia?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Halifax area	23	22	30	27	36	21	20	19	32	16	17	28	19	37	25
Cape Breton Island	22	22	28	23	18	29	16	10	13	10	17	30	10	26	22
Cabot Trail	18	17	31	12	8	19	20	26	27	10	12	17	19	21	19
Peggy's Cove	16	24	19	14	10	14	12	24	19	21	7	16	19	13	16
Louisburg/Fortress of Louisburg	10	8	30	5	0	14	11	5	13	10	2	10	5	29	11
Annapolis Valley	8	5	11	1	3	9	6	5	6	18	13	9	5	3	14
Lunenburg	8	5	17	2	10	10	10	8	6	14	2	10	5	11	4
South Shore	5	6	11	7	13	10	5	0	0	3	3	5	0	0	6
Bay of Fundy area	5	6	0	11	18	10	7	0	6	3	1	5	5	0	1
Yarmouth/Digby/Evangeline Trail	5	7	11	9	10	3	5	4	6	3	2	3	14	5	3
Sunrise Trail	3	3	0	1	5	4	3	0	6	6	1	3	0	3	2
Sydney area	2	4	9	1	5	1	1	3	8	1	1	4	0	0	1
Gloosecap Trail	2	1	4	3	3	2	4	0	0	3	2	1	10	0	2
Light House Route	2	5	3	1	0	1	2	2	6	1	0	1	5	0	0
Mahone Bay	2	0	5	0	3	1	0	2	6	6	2	3	0	0	0
Alexander Graham Bell Museum/ Baddeck	2	2	0	1	0	1	2	6	0	0	0	3	0	3	0
Truro	2	1	0	2	0	3	1	3	0	0	2	1	5	0	2
All of the province/Trails	1	0	0	2	0	2	1	0	0	0	1	2	0	0	4
Marine Drive	1	1	0	0	0	1	3	2	0	0	0	0	0	0	2
North Shore	0	0	0	0	3	0	0	0	0	0	0	1	0	0	0
Other	7	7	5	10	10	4	8	6	6	7	6	10	5	11	6
No/None/No particular area	29	35	13	32	31	25	29	25	26	32	44	21	29	26	29
Don't know/No answer	2	2	0	3	0	3	1	5	0	1	0	1	0	3	1

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TABLE 34a:

Were there any specific areas or attractions that you planned to visit in Nova Scotia, prior to coming to Nova Scotia?
(cont.)

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	98	146	25	29	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	216	21	38	119

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TABLE 35:

During your vacation in Nova Scotia, what particular regions or attractions did you visit?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Halifax area	46	49	73	49	51	41	44	41	60	26	44	48	38	61	52
Peggy's Cove	19	30	17	26	13	19	16	28	26	19	11	14	19	13	18
Cape Breton Island	33	34	42	34	18	33	26	19	27	29	38	38	48	34	25
Sydney area	5	6	8	7	5	5	1	0	6	1	4	8	5	5	0
Annapolis Valley	13	15	11	8	8	9	8	5	0	24	31	13	5	3	20
South Shore	11	12	10	9	23	11	13	15	21	6	8	10	5	8	9
Bay of Fundy area	7	8	0	13	10	9	6	6	6	10	3	8	5	0	4
Cabot Trail	19	15	29	17	15	24	13	27	14	19	10	17	29	26	31
Louisburg/Fortress of Louisburg	10	5	39	5	0	16	11	8	19	7	3	6	5	18	8
Lunenburg	10	11	15	7	10	9	13	7	6	13	6	13	0	13	7
Mahone Bay	3	4	5	0	0	3	2	5	13	0	4	4	0	3	1
Alexander Graham Bell Museum/Baddeck	3	3	5	4	5	6	0	3	6	1	4	4	5	5	3
All of the province/Trails	4	7	4	9	8	4	3	5	6	3	0	1	10	3	1
Yarmouth/Digby/Evangeline Trail	13	17	17	19	18	6	15	19	6	12	3	14	38	11	17
Gloosecap Trail	3	4	6	1	0	4	3	0	0	6	3	2	0	0	6
Truro	3	7	0	1	0	6	0	3	0	1	3	3	0	3	1
North Shore	1	0	0	1	3	0	1	0	0	3	2	2	0	0	3
Sunrise Trail	6	3	0	1	0	6	7	6	0	14	13	5	5	5	15
Marine Drive	1	4	0	0	0	0	0	2	0	0	0	0	5	0	4
Light House Route	4	7	5	6	5	1	3	6	0	1	2	3	14	3	9
Other	9	15	0	11	15	10	8	2	7	3	2	12	5	18	5
No/None/No particular areas	4	3	0	4	3	8	7	2	6	1	6	3	0	0	4
Don't know/No answer	2	0	5	0	0	3	3	7	0	0	0	1	0	8	3

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TABLE 35:

During your vacation in Nova Scotia, what particular regions or attractions did you visit?
(cont.)

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	98	146	25	29	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	216	21	38	119

TABLE 37:

How many nights, if any, did you spend on Cape Breton Island?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
None	49	56	31	53	69	40	58	42	54	56	54	44	38	37	48
1	9	8	14	2	0	10	8	20	13	10	2	9	19	11	8
2	13	14	12	18	10	16	10	12	19	10	8	14	24	11	14
3	9	5	9	10	5	13	7	14	0	12	7	14	10	5	9
4-6	13	15	30	8	10	11	10	13	6	9	16	14	10	18	12
7+	6	3	5	9	5	6	7	0	7	3	13	6	0	16	7
Don't know/No answer	1	0	0	1	0	3	1	0	0	0	0	0	0	3	2
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	98	146	25	29	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	216	21	38	119
MEAN	3.6	3.2	3.6	4.3	4.6	3.1	4.0	2.5	2.9	2.9	6.0	3.5	2.3	4.5	3.8

Mean results do not include "0" nights

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TABLE 42a:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Food/beverage: \$

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
None	4	3	0	6	5	4	9	4	6	0	4	2	0	3	1
\$1 - \$19	2	2	5	1	3	4	1	2	0	6	2	1	0	0	0
\$20 - \$49	18	24	27	17	23	13	15	28	19	15	22	19	10	16	9
\$50 - \$74	21	25	17	16	15	25	21	19	6	19	23	18	24	18	16
\$75 or more	32	25	35	33	18	28	36	27	41	37	30	38	33	29	40
Don't know/No answer	23	21	17	27	36	27	19	21	27	23	18	22	33	34	33
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	98	146	25	29	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	216	21	38	119
MEAN	71	66	65	69	56	69	69	65	83	71	65	78	97	77	84

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TABLE 42b:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Lodging/Accommodations: \$

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
None	13	9	10	10	20	9	14	22	13	22	33	8	5	10
\$1 - \$19	2	2	5	2	0	1	2	3	0	3	2	3	0	1
\$20 - \$49	14	19	25	5	0	20	11	10	19	9	10	12	5	10
\$50 - \$74	8	5	15	19	13	5	9	12	7	9	8	7	14	6
\$75 or more	43	44	37	39	41	41	48	39	54	41	36	54	38	49
Don't know/No answer	19	21	9	24	26	23	17	14	6	16	11	16	38	23
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	98	146	25	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	216	21	119
MEAN	74	74	59	82	71	72	73	61	68	67	59	93	90	96

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TABLE 42c:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Entertainment/Attractions: \$

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
None	16	21	13	19	13	14	18	24	34	23	14	11	19	0	12
\$1 - \$9	2	4	0	2	5	2	3	0	0	3	1	1	0	5	2
\$10 - \$19	9	18	13	14	13	7	6	16	0	4	8	6	5	16	3
\$20 - \$39	24	20	30	18	23	27	27	24	26	25	29	26	10	18	19
\$40 or more	25	18	30	22	13	23	25	16	27	24	30	33	29	21	33
Don't know/No answer	23	20	13	25	33	27	22	20	13	21	18	22	38	39	30
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	98	146	25	29	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	216	21	38	119
MEAN	30	23	26	26	22	28	33	19	25	35	38	38	32	31	41

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TABLE 42d:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Merchandise/Gifts/Souvenirs: \$

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
None	14	8	19	13	15	14	17	21	26	13	18	8	24	13	9
\$1 - \$9	4	10	3	4	3	4	5	5	0	4	1	3	5	3	0
\$10 - \$19	13	16	23	13	5	10	10	15	13	12	10	15	5	16	8
\$20 - \$49	26	22	34	19	26	27	28	26	22	30	28	30	10	16	29
\$50 or more	22	23	21	21	20	18	19	14	26	24	29	22	24	16	27
Don't know/No answer	22	20	0	31	31	27	21	19	13	16	14	22	33	37	27
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	98	146	25	29	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	216	21	38	119
MEAN	34	29	27	30	34	31	30	24	54	35	43	37	29	42	50

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TABLE 42e:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Transportation while in Nova Scotia: \$

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
None	14	16	8	21	23	14	15	21	0	3	9	14	24	16	15
\$1 - \$9	1	4	0	0	3	1	0	0	0	0	2	1	0	0	0
\$10 - \$19	10	8	9	11	15	9	14	11	13	22	8	8	5	0	10
\$20 - \$49	31	29	53	29	23	21	32	21	26	28	46	32	19	32	33
\$50 or more	17	17	12	9	5	21	14	18	27	28	17	17	10	11	13
Don't know/No answer	28	26	18	31	31	34	25	29	34	19	19	28	43	42	29
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	96	146	25	29	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	216	21	38	119
MEAN	31	37	34	26	17	36	28	27	39	39	30	30	20	26	26

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TABLE 42f:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Other expenditures: \$

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
None	59	58	71	60	46	52	65	56	67	77	67	52	57	43	62
\$1 - \$49	13	15	19	8	19	13	10	18	7	6	15	20	5	16	7
\$50 or more	3	1	3	2	5	3	5	0	13	6	4	2	0	3	2
Don't know/No answer	24	25	7	30	30	32	20	27	13	11	15	25	38	38	29
WEIGHTED SAMPLE SIZE (#)	923	130	36	50	5	153	129	50	18	34	88	140	25	28	38
UNWEIGHTED SAMPLE SIZE (#)	1055	94	24	89	37	110	139	42	15	44	81	208	21	37	114
MEAN	6	2	6	3	11	5	7	3	9	9	8	7	2	8	5

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TABLE 42 (total):

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars (including credit card purchases) during your vacation this summer in Nova Scotia? Verify total amount per day

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
None	1	1	0	2	8	0	0	0	0	3	0	1	0	0	1
\$1 - \$99	12	10	20	9	8	10	9	11	6	21	24	10	10	11	11
\$100 - \$149	14	17	34	17	13	13	12	22	13	9	12	11	5	24	4
\$150 - \$199	15	12	9	17	26	23	14	14	27	16	10	12	29	5	13
\$200 - \$499	42	41	37	37	26	38	48	42	47	37	41	49	24	45	47
\$500 or more	5	4	0	5	3	5	8	2	0	6	4	7	10	5	8
Don't know/No answer	11	15	0	13	18	11	9	10	6	9	8	11	24	11	17
WEIGHTED SAMPLE SIZE (#)	970	145	37	53	6	155	133	52	18	35	98	146	25	29	39
UNWEIGHTED SAMPLE SIZE (#)	1108	103	25	93	39	112	146	44	15	47	90	216	21	38	119
MEAN	242	233	182	229	177	266	259	209	240	222	217	256	238	225	305

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TABLE 43:

What, if any, influence did the exchange rate between the Canadian dollar and the U.S. dollar have on your decision to vacation in Nova Scotia?
Would you say the exchange rate was:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Critically important	15	3	28	3	3	16	23	11	20	16	21	13	2	45	19
Important, but not critical	16	13	14	24	29	15	16	22	24	17	16	19	27	5	17
Not very important	11	14	6	15	17	12	8	10	11	5	9	15	16	9	8
Not at all important	54	67	49	52	44	54	48	50	42	60	51	52	55	37	55
Don't know/No answer	3	3	4	6	7	3	5	7	3	2	3	1	0	3	1
WEIGHTED SAMPLE SIZE (#)	2723	620	87	147	11	474	525	120	40	57	157	212	53	135	87
UNWEIGHTED SAMPLE SIZE (#)	2678	416	54	260	75	332	440	90	33	72	145	313	44	179	225

TABLE 46a:

As a result of contacting Nova Scotia by their Toll-Free number, by e-mail or regular mail, did you obtain any of the following vacation information?
The 400 page(250 pages) Doers & Dreamers Travel Guide

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	78	74	84	73	85	69	78	84	80	92	90	88	83	75	85
No	13	14	12	15	8	19	14	8	14	5	7	8	10	16	8
Can't recall	9	12	4	13	7	12	8	8	6	3	3	5	7	9	7
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	218	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	201	404	71	201	346

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TABLE 46b:

As a result of contacting Nova Scotia by their Toll-Free number, by e-mail or regular mail, did you obtain any of the following vacation information?
Map of Nova Scotia

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	77	79	80	83	86	77	72	72	77	68	71	85	90	68	77
No	15	12	17	11	6	15	20	18	17	27	20	10	8	22	13
Can't recall	8	9	3	6	8	8	8	10	6	5	9	5	1	10	10
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	218	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	201	404	71	201	346

TABLE 46c:

As a result of contacting Nova Scotia by their Toll-Free number, by e-mail or regular mail, did you obtain any of the following vacation information?
The Cape Breton Island Adventure Guide and Touring Planner (only ask for ECBC Co-op sample cells)

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	57	0	0	0	0	57	0	0	0	0	0	0	0	0	0
No	22	0	0	0	0	22	0	0	0	0	0	0	0	0	0
Can't recall	21	0	0	0	0	21	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	632	0	0	0	0	632	0	0	0	0	0	0	0	0	0
UNWEIGHTED SAMPLE SIZE (#)	444	0	0	0	0	444	0	0	0	0	0	0	0	0	0

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TABLE 47a:

How useful was this information [to you in planning your vacation in Nova Scotia]? Beginning with: Doers & Dreamers Travel Guide, would you say this information was:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
Very useful	78	75	87	79	85	79	77	73	85	76	80	78	74	78
Somewhat useful	16	18	6	17	12	13	14	23	10	17	15	15	14	17
Not very useful	1	1	1	1	0	1	1	0	0	1	1	2	3	0
Not at all useful	1	1	0	1	1	1	0	0	2	1	1	2	2	1
Don't know/No answer	5	5	5	2	2	7	7	3	2	5	3	3	7	4
WEIGHTED SAMPLE SIZE (#)	2874	654	100	147	14	435	534	135	48	82	239	71	113	106
UNWEIGHTED SAMPLE SIZE (#)	2947	463	63	261	95	300	470	106	41	103	357	59	150	299

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TABLE 47b:

How useful was this information [to you in planning your vacation in Nova Scotia]? Beginning with: Map of Nova Scotia, would you say this information was:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Very useful	79	75	87	77	83	81	78	86	83	82	80	80	84	76	80
Somewhat useful	14	16	9	18	9	13	12	12	15	13	13	13	8	11	15
Not very useful	2	2	0	1	0	1	2	0	0	1	2	1	2	4	1
Not at all useful	1	2	0	1	1	1	1	0	0	1	2	1	2	2	1
Don't know/No answer	5	6	4	4	6	4	6	2	2	4	3	4	5	7	3
WEIGHTED SAMPLE SIZE (#)	2841	701	95	167	14	485	493	117	47	61	154	232	77	103	96
UNWEIGHTED SAMPLE SIZE (#)	2887	485	61	298	96	338	434	93	39	80	142	346	64	136	275

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TABLE 47c:

How useful was this information [to you in planning your vacation in Nova Scotia]? Beginning with: The Cape Breton Island Adventure Guide and Touring Planner, would you say this information was:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Very useful	68	0	0	0	0	68	0	0	0	0	0	0	0	0	0
Somewhat useful	17	0	0	0	0	17	0	0	0	0	0	0	0	0	0
Not very useful	3	0	0	0	0	3	0	0	0	0	0	0	0	0	0
Not at all useful	3	0	0	0	0	3	0	0	0	0	0	0	0	0	0
Don't know/No answer	9	0	0	0	0	9	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	358	0	0	0	0	358	0	0	0	0	0	0	0	0	0
UNWEIGHTED SAMPLE SIZE (#)	251	0	0	0	0	251	0	0	0	0	0	0	0	0	0

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TABLE 48:

What, if any, other specific information would you have liked to receive on the province of Nova Scotia?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
More information on accommodations	5	6	3	5	4	3	6	7	8	2	3	5	8	8	2
Information on attractions/Historic sites	4	5	3	4	1	2	6	2	7	3	2	2	4	2	3
More detailed map/map of area	4	4	6	3	1	3	4	3	4	5	5	5	1	4	5
Outdoor activities/Recreation	3	3	3	3	1	2	3	4	4	3	3	3	1	3	3
Information on local festivals and events	3	1	2	4	3	2	4	3	4	2	6	2	1	2	4
More campground information	3	2	0	2	1	3	3	4	2	3	1	4	0	3	4
Information on Bed and Breakfasts	2	2	3	4	0	2	2	3	0	1	2	1	1	2	1
Restaurants/Food	2	2	2	1	2	1	3	2	6	1	3	1	3	2	1
Information on pricing/Exchange rate	1	2	0	1	1	1	0	2	2	2	1	2	1	1	2
Doers and Dreamers Guide	1	2	0	2	0	0	1	2	2	0	1	1	1	1	1
More specific information	1	1	0	2	2	1	1	0	0	0	1	1	0	0	3
Ferry information	1	1	1	2	4	1	0	0	0	1	0	2	3	1	2
Sightseeing information	1	1	2	1	1	1	1	0	0	0	0	1	1	0	0
More information on Cape Breton	1	1	0	1	0	2	1	2	0	1	0	0	3	0	1
More information about heritage and culture	1	1	0	1	0	0	1	0	2	1	0	1	3	2	1
Packages/Coupons	1	1	2	1	0	0	1	1	0	1	1	1	3	0	1
Hiking/Cycling trails/Information	1	1	2	0	0	0	1	0	0	0	0	1	0	1	1
Ways to travel to NS/Transportation	1	1	0	1	0	1	0	1	2	0	0	1	0	0	0
Travel information between areas/Markings/ Mileage	1	1	0	0	0	0	1	1	0	0	0	1	0	0	0
General information	1	1	0	0	0	0	1	1	0	0	0	1	0	0	1
Information on music/Theatre/Entertainment/ Concerts	1	0	0	1	0	0	1	0	2	1	1	0	0	0	1
Family/Children oriented activities	0	1	0	1	1	1	0	0	0	1	0	0	0	0	0
Land ownership/Real estate	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0

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TABLE 48:

What, if any, other specific information would you have liked to receive on the province of Nova Scotia?
(cont.)

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Weather conditions during each month/Season	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0
Off season information	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0
Information for seniors/ Disability access	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Information on shopping/ markets	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Regulations (tax reimbursement, fishing licence, greencard)	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0
English/French literature	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
A video	0	0	0	0	2	0	0	0	0	0	0	0	1	1	0
Genealogy information	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Information on attractions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	0	1	2	2	1	4	0	0	1	2	0	1	3
Nothing	67	67	71	64	70	73	62	65	73	68	69	68	72	68	63
Don't know/No answer	6	6	4	6	9	7	9	7	2	6	3	6	4	2	7
WEIGHTED SAMPLE SIZE (#)	3612	882	119	202	16	542	688	161	60	89	218	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3638	612	75	358	112	380	593	123	51	111	201	404	71	201	346

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TABLE 49:

Did you use an on-line service, like the Internet, in order to obtain travel or tourism information when planning your most recent vacation in Nova Scotia (answer from Q#9)?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	30	31	15	30	27	24	23	27	20	22	20	71	37	23	44
No	69	69	80	70	73	75	76	73	80	78	80	28	63	77	55
Don't know/No answer	1	1	5	0	0	1	1	0	0	0	0	0	0	0	1
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	218	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	201	404	71	201	346

TABLE 49a:

Did you visit NovaScotia.com or explorens.com, Nova Scotia's official tourism websites?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Yes	19	16	14	21	19	12	13	12	4	17	16	66	31	11	30
No	74	77	82	75	73	80	84	81	90	80	80	18	62	85	59
Don't know/No answer	6	7	4	4	8	7	3	7	6	3	4	16	7	4	10
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	218	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	201	404	71	201	346

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TABLE 49b:

How did the Nova Scotia Website compare to other tourism websites you have visited? Was the Nova Scotia tourism website [READ RESPONSES] than other tourism websites you have seen?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Better	29	42	13	26	33	27	29	29	100	10	24	26	23	13	29
No different	54	47	44	52	43	61	48	49	0	86	64	58	50	61	57
Worse	2	3	0	0	0	0	5	0	0	0	3	3	0	4	3
Nothing to compare it to	6	6	19	14	10	4	4	0	0	3	9	5	5	13	3
Don't know/No answer	8	2	24	7	14	8	14	21	0	0	0	8	23	9	8
WEIGHTED SAMPLE SIZE (#)	710	143	17	43	3	77	92	20	2	15	36	180	27	17	38
UNWEIGHTED SAMPLE SIZE (#)	811	105	12	75	21	54	82	20	2	21	33	263	22	23	78

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TABLE 49c:

As a result of the September 11th attacks on the United States, what effect if any, has that incident had on your own Fall

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
Eliminated your vacation plans	8	8	11	6	7	9	8	9	6	5	7	6	7	6
Reduced your vacation plans	5	4	6	7	4	5	6	8	7	4	5	7	4	5
Made no changes to your Fall vacation plans	34	36	25	40	42	32	29	32	28	28	42	38	27	30
Did you have no Fall vacation previously planned	49	44	53	42	42	49	54	46	55	59	44	44	57	54
Changed plans but did not reduce them	2	3	2	3	3	3	1	3	4	2	3	1	0	3
Don't know/No answer	2	2	3	2	2	1	3	3	0	2	0	4	4	2
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	404	71	201	346

TABLE 50:

Gender (by observation):

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
Male	43	45	35	42	42	43	45	42	31	42	42	44	48	44
Female	57	55	65	58	58	57	55	58	69	58	58	56	52	56
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	404	71	201	346

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TABLE 51:

In which of the following categories does your age fall? Are you:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
18-24	1	1	3	0	1	0	1	3	4	1	4	3	0	1	2
25-34	7	4	10	5	4	7	6	4	9	11	13	13	6	8	7
35-44	16	10	21	10	5	16	16	19	15	14	24	29	4	16	22
45-54	23	21	20	24	22	22	22	28	20	17	29	24	18	29	23
55-64	28	31	29	25	29	27	30	19	24	27	21	22	34	31	23
65+	25	33	17	34	38	27	23	23	28	30	8	9	35	14	22
Refused	1	0	0	2	0	2	1	3	0	0	1	0	3	0	2
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	218	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	201	404	71	201	346

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TABLE 52:

Which of the following best describes your present employment status? Are you:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Employed full-time, that is, at least 30 hours per week	40	36	42	34	29	35	40	43	44	39	48	54	31	46	44
Employed part-time, that is, less than 30 hours per week	11	12	19	14	11	10	8	9	4	6	16	11	4	6	10
Not employed, but actively looking for full-time work	1	1	0	1	1	1	1	1	0	0	2	3	0	1	2
Not employed, but actively looking for part-time work	0	0	0	1	1	0	1	0	0	1	1	0	0	0	0
Retired	39	45	32	44	54	44	39	33	39	48	19	21	58	39	34
Student	1	1	3	0	0	1	1	2	0	2	3	2	0	1	1
Not actively looking for work	6	4	4	5	4	6	9	9	14	5	7	8	3	5	7
Refused	2	1	0	2	0	2	1	4	0	0	2	1	4	0	2
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	218	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	201	404	71	201	346

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TABLE 53:

What is the highest level of education you have completed?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core	TV ECMA	Web Core	RR Core	Que Video	Source
Less than high school	5	2	9	1	1	8	7	7	2	6	8	2	3	11	4
Graduated high school	24	22	18	24	34	23	30	24	29	38	19	21	28	24	26
Graduated community/technical college	22	23	16	24	22	24	21	18	31	23	20	20	21	15	18
Some university	8	11	5	8	8	5	6	8	6	7	11	9	8	5	6
Graduated university (undergraduate)	23	21	42	21	15	21	21	29	20	15	22	25	23	36	26
Graduate/professional school/degree	15	18	7	19	17	14	13	9	12	12	15	22	13	7	16
Refused	3	3	2	2	3	4	2	4	0	0	3	1	4	1	2
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	218	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	201	404	71	201	346

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TABLE 54:

Which of the following broad income categories best describes your total household income before taxes last year? Was it:

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
Less than \$25,000	6	5	6	4	6	7	8	5	8	8	2	7	6	5
Between \$25,000 and \$49,999	24	24	15	26	21	25	25	19	22	29	18	17	36	24
Between \$50,000 and \$74,999	23	24	27	23	21	20	21	21	35	24	23	25	26	21
Between \$75,000 and \$99,999	12	12	15	12	13	10	14	18	8	9	17	15	7	13
\$100,000 or more	11	11	11	12	8	10	9	15	10	9	18	7	9	9
Refused	21	21	23	20	26	23	19	20	14	20	19	25	14	26
Don't know/No opinion	3	2	3	2	4	4	4	3	4	1	3	3	1	2
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3702	612	75	358	112	444	593	123	51	111	404	71	201	346

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TABLE 55:

And finally, how many vacations or pleasure trips of at least three days in length and more than 100 miles (160km) from your home did you take in the past 12 months?

	OVERALL	ACTP Total	NSPP Total	Scotia Prince Total	Bay Ferries Total	ECBC Total	DM CORE	News Core	Mag Core	TV Core ECMA	Web Core	RR Core	Que Video	Source
None	11	9	13	9	11	11	15	7	17	12	6	13	13	11
1	21	21	28	17	19	19	21	19	22	24	22	14	23	23
2	21	21	22	26	23	18	21	24	17	21	22	13	21	19
3	18	18	14	18	17	18	17	21	18	16	19	27	17	18
4 or more	27	30	22	27	29	29	23	25	26	26	29	30	21	24
Don't know/No answer	2	2	2	3	1	4	2	5	0	1	1	4	3	5
WEIGHTED SAMPLE SIZE (#)	3702	882	119	202	16	632	688	161	60	89	272	86	152	125
UNWEIGHTED SAMPLE SIZE (#)	3701	612	75	358	112	444	593	122	51	111	404	71	201	346
MEAN	3	3	3	3	3	3	3	3	3	3	3	3	3	3

